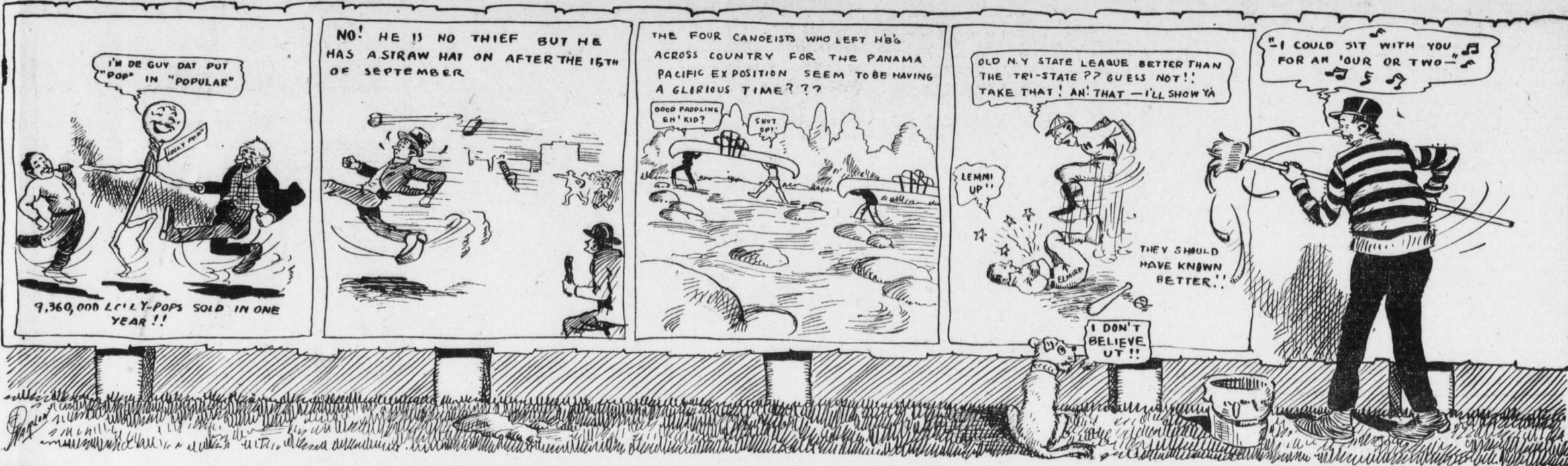


THE WEEKLY BILLBOARD — BY JAW —



OLDSMOBILE AND STUDEBAKER AGENCY

East End Auto Company Has Assumed Sales Rights For These Well-known Cars

An Oldsmobile in a light car model is the feature of the Olds Motor Works announcement this year. The Oldsmobile is well-known to Harrisburg, having been represented several years ago by the East End Auto Company. This latter company will again assume the selling agency for automobiles, and as the light model of the Oldsmobile appeals to a greater number of people than the larger model,

the agency was renewed to push the sale of this light four-cylinder car. The new light model is strikingly beautiful, having the advantage of the expert designers of the great factory which was among the pioneers in automobile construction. In addition the Olds quality in power plant, the car has Delco ignition, lighting and starting, and weighs but 2,615 pounds. The new model is now on display at the sales-room. The Studebaker cars are also to be represented by this company. These cars are well known in this community. The models for 1915 are the new Studebaker Four and the new Studebaker Six. The four-cylinder sells at \$895, and the six-cylinder at \$1,385 for the five-passenger model. The new Studebaker models will be here Monday. The East End Auto Company has a splendid service station and garage at Linden and Shrub streets. J. Robert Barr, formerly with the Neighbors Motor Car Company, has assumed the management of the East End Auto Company.

NEW CADILLAC IS AN EIGHT-CYLINDER

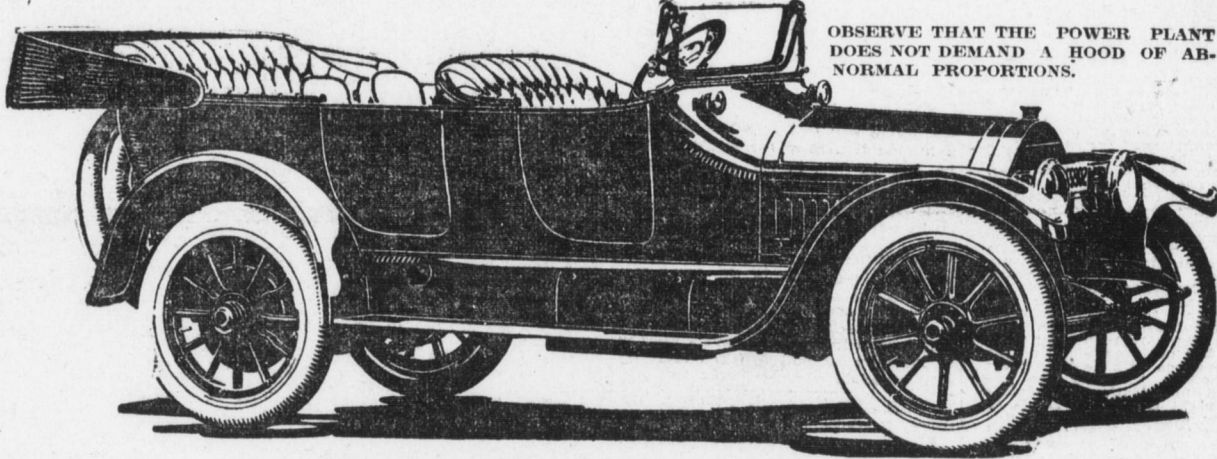
First of Type to Be Marketed This Side of the Water; 60-H. P. With V-type Engine

In announcing that its new car is powered with an eight-cylinder engine of the V-type, the Cadillac Motor Car Company becomes the first American manufacturer to develop an eight-cylinder car for the market, and the only manufacturer whose latest product embodies a vital advance in engineering and in motoring. Thus are set at rest the rumors which for weeks have presumed to forecast Cadillac intentions and plans. In the light of past developments it seems only logical that the Cadillac should be first in the American field with an eight-cylinder car, as a glance at motor car history will show. The first high grade car at a popular price was the original Cadillac Thirty—and this car opened up a new field to the industry. For a year the Cadillac was the only car to carry an electric starting and lighting system—a feature that has become an important part of the regular equipment of almost every car. As the Cadillac statement announcing the new car puts it: "This company has never relaxed its pursuit of that power principle which would prove to be the ultimate and final. We sought the medium by which the Cadillac would be endowed, not with approximate freedom from gear shifting, or approximately swift acceleration, but with the highest possible form of these three characteristics. "The Cadillac Company has given serious consideration to every reputable type of motor—endeavoring to scrutinize with scientific impartiality the virtues and the limitations of each and every one alike. "Building and experimenting in turn, with every type from the single cylinder to the six, and from the poppet to the rotary and to the sliding valve, we have been carried forward to the highest form of frequent impulse motor—the V-type eight-cylinder. "The principal advantage of the eight-cylinder engine is, of course, its continuous and continuous uniform generation of power. There is no pause or lapse between power impulses, of which there are eight in each complete cycle of the engine, four to every revolution of the crankshaft, or one every quarter turn. The firing alternates from side to side. The continuous torque produces an almost utter absence of vibration, at both high and low speed. "W. G. Aston, writing of the V-type of eight-cylinder motor in the Autocar Imperial Year Book, London, classifies its advantages under four heads, viz: size, weight, torque and cooling. Under the head of size he comments on the shortness of the construction, which not only reduces periodic vibrations in the crankshaft, but affords more space for body work on a chassis of standard length. No extraordinary length of inlet piping is required, as the V-form cylinders lend themselves very readily to piping arrangement that enables every cylinder to receive a practically uniform charge of gas. In the matter of weight, the shortness of the V-type eight again figures, Mr. Aston pointing out the reduction in the length of crank case, the lighter crankshaft and flywheel, short camshaft and uld continuous uniform torque. Because of the comparatively smaller size of the cylinder on a given power basis. As to torque, he shows by illustration that the torque of the eight is more uniform and that additional cylinders could do no more than increase the power. The author points out that, in the cooling system, each block of cylinders is treated as a unit, and the water circulation has no tendency to form pockets around the valves. The cylinder dimensions of the new Cadillac engine are comparatively small—3 1/4 inches bore and 5 1/2 inches stroke—yet in repeated tests by dynamometer, an excess of 60 horsepower has been registered. The cylinders are cast in two blocks of four cylinders each, with water jackets, combustion chambers and intake manifold integral. The cylinder blocks are mounted on the crank case at an angle of 90 degrees to each other, from whence the designation, "V-type." The cylinders are of the L head type, with all valves on the same side of the cylinder blocks. There is but one crankshaft, the connecting rods of the cylinders opposite each other being jointly attached. One camshaft with eight cams is employed positioned directly above the crankshaft, driven by a silent chain from the crankshaft and operating the valves through a series of rocker arms provided with hardened steel rollers. The exhaust valves are of the flat head type, made of Tungsten steel, and the inlet valves are tulip shape to facilitate the intake of gas. The crankshaft is 1 3/4 inches in diameter, of special chrome nickel alloy steel, supported by reinforced bronze, babbit lined bearings of liberal proportions. Its length is but 26 1/16 inches between the outer ends of the forward and rear bearings, thus overcoming the periodic vibration or thrashing almost sure to result where a long crankshaft is used. One of the factors which con-

EIGHT CYLINDER V TYPE MOTOR



It was left to the Cadillac to make the final big step in the automobile world—FINAL would seem to be the word. Especially will you think this is true after you have ridden in this new Car! Spiral bevel driving gears and other improvements which mark finality in motor car luxuriousness and comfort. Sounds good enough to make you want one. Enter your order now to get as early a position as possible in line of delivery. If, when you have seen and tried the car, you want to cancel your order, you can do so without any restrictions.



OBSERVE THAT THE POWER PLANT DOES NOT DEMAND A HOOD OF ABNORMAL PROPORTIONS.

- SEVEN-PASSENGER TOURING CAR, \$1,975.
- Five-passenger Touring \$1,975
- Four-passenger Salon..... \$1,975
- Two-passenger Roadster..... \$1,975
- Five-passenger Inside Drive Limousine...\$2,800
- Seven-passenger Standard Limousine....\$3,450
- Berline-type Limousine..... \$3,600
- Landaulet Coupe, \$2,500—All prices F. O. B. Detroit.

Crispen Motor Car Co.

413-417 S. Cameron Street

Demonstrating Car will be here in about 10 days and deliveries will begin immediately after.

Oldsmobile

Model 42---\$1,285

"The Light Car De Luxe"

It Is Here For Your Inspection

Completely Equipped With Delco Electric Starting and Lighting System

Studebaker

Six-cylinder Five-passenger \$1,385

Four-cylinder Five-passenger \$985

(Completely Equipped)

One For Catalog or Demonstrations

All Prices f. o. b. Factory

East End Auto Co.

Linden and Shrub Streets

Hupmobile

We now have at our salesroom, Third and Cumberland streets, all new

1915

models of Hupmobiles, including the NONSTALLABLE, 119-inch wheelbase car, with the one man top which sells for \$1,200—Other models \$1,050—all equipped with electric lights and starter.

Ensminger Motor Co.

Wholesale Distributors

THIRD AND CUMBERLAND STS.

MILLER NON-SKID TIRES

Grip the Road Like a Cog-Wheel

STERLING AUTO TIRE CO. 1451 Zarker St.

VULCANIZING

THE New Light Six

\$1485 **HAYNES** \$1485

America's First Car

WILL BE HERE

Early Next Week

For Inspection & Demonstration, Phone

Harrisburg Auto Co.

Third and Hamilton Streets

Your auto trip soiled or spotted garments or coverings would be best cleaned by Footer's Dye Works, 34 N. 3rd Street, Harrisburg, Pa.

Chalmers Working Chassis of Light Six on Display

The Keystone Motor Car Company have on exhibition at their place of business in this city a complete working chassis of the Chalmers Master Light "Six" for the benefit of the automobile buying public, being able to see exactly just what the construction of this car is like with body parts, etc., removed. In speaking of the features shown Mr. Morton said: "There are a great many features in the construction of this car that you will find the same as in Chalmers cars made four or five years ago. You will notice that a large number of manufacturers have and are still coming to the design that the Chalmers Company has had almost since its existence. This car has proven the big hit of the season and affords a great many pleasures in automobilism that before its existence were unheard of. "This chassis will be on display at our establishment for some time and we extend an invitation to all who wish to see one of the cleanest pieces of construction that they have ever seen to make a careful investigation of this chassis." The advertisement in this issue specifies the prices of the different no doubt avail themselves of this opportunity to see the advantages interested in six-cylinder models will claim for this model.

A multiple disc clutch is employed and the motor and transmission are mounted as a unit, the two rear points being bolted to the frame and the forward point taken care of by a ball and socket joint. Details of the car include left drive and center location of the gear change and hand brake levers, wide doors, lighting and ignition switches located conveniently on the cowl board and a pedal button in the floor for bringing the electric device into action. The advent of the new car naturally has created extraordinary excitement all over the country and the feeling in the trade echoes in a large measure the expression of W. C. Leland, general manager of the Cadillac Company, who is quoted as saying: "We believe the eight-cylinder is destined to change completely the current of motor car design and manufacture. "This is supplemented by a statement from Sales Manager E. C. Howard, who says that reports from every city and town of consequence in the country indicate an advance sale so unusual that it will be impossible for the Cadillac Company, even with an enlarged production, to satisfy the demand during the first twelve months.