

KING EIGHT RANKS AMONG BIGGEST

Lightness, in Spite of the Enlarged Feature, Has Been Adhered to Strictly

The King Motor Car Company, Detroit, came into the limelight late in the Fall, with an eight-cylinder car, selling with attractive type of streamline body. This motor, which is of the V-type, with cylinders mounted on the crank-case at 90 degrees to each other and in blocks of four, has a rating of 34.2-horsepower. The engine weighs little more than the four-cylinder King and has practically the same length over all. Due to these features it is installed in nearly the same chassis as that used for the four.

The four-cylinder, which has been forced into the background, so to speak, by the newcomer, is much refined as compared with the previous year's car.

This eight-cylinder engine is the second to be installed as standard equipment in an American car, and it is commendably designed for lightness, compactness and accessibility. All valve tappets are readily reached for adjustment, which is accomplished by eliminating nearly everything from the space between the two four-cylinder blocks, the center lines of which are at 90 degrees to each other. The crankshaft is the same in design as that used in a four-cylinder motor, this being possibly due to the coupling of the two connecting rods to each throw bearing. One rod has a yoked end which grips the outer ends of the bushing, while a small-end rod goes between the two parts of the yoke. The bushing is pinned to the yoke rod with which it oscillates with the shaft as its bearing.

The King cars have for years been recognized as standards of efficiency and service. The famous King motor has been regarded as one of the best automobile motors on the market, and has been favorably mentioned by some of the leading engineers in the country.

For years, the King four-cylinder car, their main production, has been regarded as the last word in automobile designing. This car has, with each new year, been brought to a higher standard, and now represents the highest and best type of four-cylinder car. Feeling that further improvement in this line was bound to be less effective than has been the case in the past, the company decided to pay more attention to the development of other types of its car. The result is the present new eight-cylinder car, which is one of the most handsome of such cars on the market, and which is also notable in that it is the first car of its type to be placed on the market at a price under \$1500.

The King is represented in Harrisburg by the King Car Sales Company, 80-88 South Cameron street, W. P. Kelster is proprietor, and as distributor for twenty counties he will display the King models at the auto show in Kelker street hall, assisted by J. Robert Barr, sales manager.

A novel yet effective method of testing the alignment of wheels, eliminating the complications caused by fenders and running boards, is to jack up the wheels, drench the tires thoroughly with water and then revolve the wheels rapidly. The water thus thrown off will leave a wet streak on the floor, the streak being exactly parallel with the plane of the wheel. Doing this with the front and rear wheels on each side of the car provides a ready means for checking up the alignment.

EMPIRE HAS MANY DISTINCT FEATURES

Popular Priced Car Will Be Exhibited at the Penbrook Garage During Show Week



H. A. FISHBURN

European influence in body design and American demand for convenience have been the two most compelling forces to actuate the automobile engineer in recent years. The first of these is brought about by means of the streamline body, while the second has been instrumental in the perfection and adoption of electric starting and lighting systems. These two influences that mark the modern motor car are noticeable in the Empire models for 1915, which are being displayed throughout show week at the salesroom of the Penbrook Garage by H. A. Fishburn.

The new Empires are striking examples of the year's advance in the industry. These models, that mark the seventh year of the Empire, have as their most sweeping change from previous productions of the company, the new streamline body of added roominess and exceptional attractiveness. Seats are set low, allowing backs of more than ordinary height, while upholstery, throughout is Turkish type of selected leather. All door hinges are concealed, and with the body tapering back from cowl a most pleasing flush side effect is given, completed by a limousine back. Roll crown fenders add to the generally attractive appearance. All instruments, such as speedometer, carburetor adjustment, dashlight, ignition switch, battery indicator, light control, etc., are assembled on a dash instrument board sheltered by the cowl.

The Empire is known as "The Little Aristocrat" and is made by the Empire Automobile Company, of Indianapolis, Ind.

The general specifications are as follows:

Motor—Four-cylinder, L-head, cast in pairs; bore 3 3/4-inch, stroke 4 1/2-inch; unit power plant. Cooling—Thermo syphon system with large, efficient radiator and fan; hood ventilated. Lubrication—Constant level and force feed by plunger pump. Slight feed on dash for each main bearing. Carburetor—Holley Model H, hot air intake and special air adjustment on dash to facilitate starting; throttle lever on quadrant, foot accelerator between brake and clutch pedal. Clutch—Disc, running in oil; easy and positive engagement. Transmission—Selective; sliding gear; three speeds forward, one reverse; gears are 30 per cent. oversize and run smoothly and silently. Drive—Shaft of chrome nickel steel. Rear Axle—Weston-Mott extra heavy semi-floating with removable sleeves; five pitch bevel gear and pinion, Hyatt high duty and New Departure bearings, chrome nickel steel drive shaft, 30 per cent. oversize. Front Axle—Weston-Mott drop forged I-beam. Steering—Warner, full worm and gear, irreversible type with 17-inch steering wheel. Control—Center with right side drive. Brakes—Two sets, internal expanding and external contracting, acting on 12-inch drums on rear wheels. Equalizers give maximum efficiency, applying both brakes simultaneously. Fenders—Pressed steel, with close fitting mud shields, giving complete protection. Body—Aluminum steel, flush sides, full ventilable, four door entrances, luxurious wide seats, with resilient, deep Turkish cushions. Gasoline Tank—On touring cars, 15 gallons (1 1/2-gallon reserve) under front seat; on roadsters, 13-gallon capacity, in cowl. Wheels—Artillery type, 12 spokes. Springs—Front, semi-elliptic; rear, three-quarters elliptic with special scroll ends for bumper plates. Frame—Pressed steel, 3 9/16-inch channel section and dropped to give low center of gravity. Tires—32x3 3/4 inches. Color—Royal empire blue with baked black enamel fenders, hood, etc. Nickel trimmings. Equipment—Remy electric starting, lighting and ignition system, fully guaranteed for one year, Willard oversize storage battery and dash charging applicator, electric headlights with dimmers, electric tail light, mohair top, topboot and curtains, rigid post, rain vision ventilating windshield, Stewart speedometer, nonskid tires on rear, demountable rims, dash carburetor air adjustment, spare tire carriers, rubber shock bumpers on front and rear, robe and foot rails, horn, extension lamp, tool kit, pump, jack, etc.

Model 31-40 Empire is made in two body designs, a five-passenger touring with electric starting and lighting at \$1,000, delivered in Harrisburg, and a roadster model at same price with electric equipment. The Penbrook Garage has excellent service facilities, but plans are now being perfected by Mr. Fishburn for the erection of a new building this Spring to be devoted entirely to the present business, although having selling, storage and repairs of automobiles for the Penbrook district, concrete floors and repair pits for service on the large trucks of S. A. Fishburn, are inadequate to accommodate the rapidly growing business of the automobile sales department.



NEW LIGHT SIX

No Car in the World Will Compare With This

45 H. P. Six-Cylinder, 4x5 1/2. 128-in. Wheel-base. 36x4-in. Tires Two, Five or Six-Passenger Body. Price, \$1585, f. o. b. Racine

THIS NEW LIGHT SIX was designed by Vice-President and Chief Engineer John W. Bate, of the Mitchell-Lewis Motor Co., who also designed and built the FAMOUS MITCHELL BABY SIX, the FIRST Light Six-Cylinder Car ever put on the automobile market. For twelve months the Mitchell-Lewis Motor Co. have promised this car—promised it to its dealers—promised it to former Mitchell owners and to the friends of owners, who insist that they want a car built by the same engineer who built the Baby Six. The Baby Six was a real Six, and even today—three years after its introduction—it is practically impossible to induce an owner of one of these cars to part with it.

THE NEW CAR IS READY. It has passed every test and you can now buy another Real Mitchell LIGHT SIX produced by ENGINEER JOHN W. BATE. You will want to see this car—it is truly a sensational LIGHT SIX. It is the wonder of the 1915 automobile season.

THE MITCHELL LINE FOR 1915

Mitchell Light Six—two, five or six passengers—6 cylinders—50 horse power—122-inch wheel base—36x4 1/2 tires \$1,585	Mitchell Special Six—5 passengers—6 cylinders—50 horse power—122-inch wheel base—36x4 1/2 tires \$1,995
Mitchell Light Four—two and five passengers—4 cylinders—35 horse power—116-inch wheel base—34x4 tires \$1,250	Mitchell Special Six—6 passengers, same as above \$1,995
Mitchell Light Four—6 passengers, same as above \$1,300	Mitchell Six De Luxe—7 passengers—6 cylinders—144-inch wheel base—60 horse power—37x5 tires \$2,350

F. O. B. RACINE

at Auto Show in Kelker Street Hall

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JEFFERY AND THE PULLMAN MODELS

These and the Vim Delivery Comprise Exhibit of Bentz-Landis Auto Company

The month of March, which may well be considered to mark the opening of the Spring selling season among automobile manufacturers, sees the Thomas B. Jeffery company with over 50 per cent. of its total production for the 1915 season sold and delivered. Inasmuch as most manufacturers depend upon selling from 60 per cent. to 70 per cent. of their output between March and the latter part of June, the Jeffery organization seems to be in a particularly enviable position.

According to E. S. Jordan, sales manager for the Thomas B. Jeffery company, the cry of business depression has not come from manufacturers who have been steadily building a reputable product and marketing it along sane business lines. In commenting on the big sales made by his company during the winter months, Mr. Jordan said, "All a normal, healthy demand for Jeffery cars, which has at no time fallen below the mark, which we consider to be highly favorable and highly indicative of prosperity. Our larger models are practically all subject to orders now and from the present indication the Chesterfield Six and the Light Four will also be sold out at least a month before the time we normally set as the end of the Spring selling campaign." This car is represented here by the Bentz-Landis Auto Co., and displayed at the Kelker Hall Auto Show. The Jeffery Chesterfield Six, the distinguished companion of the Jeffery

Four, has been designed and named for quality and style leadership.

The Jeffery Four has come to be recognized as the leader in the four cylinder field in point of modern excellence, distinctive quality, economy and style.

It is logical, therefore, that the same splendid manufacturing organization, the same engineering brains—with the proven experience of Europe at its command—should develop the leading car in the economical six-cylinder field.

The Jeffery Chesterfield Six is the car.

A great factory backed by forty years of manufacturing experience, five and one-half million dollars in assets and three million dollars' worth of equipment enables the Jeffery to build a car of first quality which can be sold at a price which would be impossible for the assembler who must cheapen his product in order to get his price down.

The motor of the Jeffery Chesterfield Six is of the high speed, high efficiency, bloc type, developing 35-42 horsepower. It was just such a motor as was specified as the power plant of the ideal car by the Society of Automobile Engineers at their last convention.

This company are large producers of Jeffery trucks and quads known all over the world. The Bentz-Landis Auto Company also have the agency for the Pullman motor cars of York. The 6-45 is well known as the "Palace Car of the Road" and the Pullman lightweight model made an instant hit when introduced in January.

The fame of Pullman products is rapidly becoming world-wide and they are steadily building the foundations for a phenomenal business. With an increase of over three hundred per cent. in shipments during the last sixty days and promise of one hundred and fifty per cent. over that in the next thirty days following, will give some idea of the benefit this industry is to the city of York.

The various points to which shipments have been made during the last ninety days is firmly placing York upon the map as an automobile center, considered so the world over. Shipments have been made in carloads

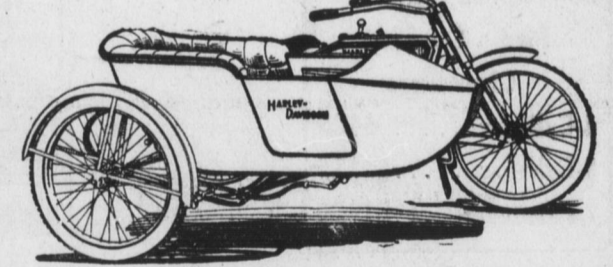
of from three to six to the shipment during the last ninety days as follows:

Seattle, Wash.; Los Angeles, Cal.; La Crosse, Wis.; Sioux City, Iowa; St. Louis, Mo.; Wichita, Kan.; Houston, Texas; Bay City, Mich.; Gallon, Ohio; Cincinnati, Ohio; Youngstown, Ohio; Pittsburgh, Pa.; Wilkes-Barre, Pa.; Pen Argyl, Pa.; Lancaster, Pa.; Washington, D. C.; Alexandria, Va.; New York City; Jamestown, N. Y.; Lester-shire, N. Y.; New Haven, Conn.; Boston, Mass.; Dover, N. H.; San Francisco, Cal.; Minneapolis, Minn.; Cedar Rapids, Iowa; Omaha, Neb.; Kansas City, Kan.; Macon, Mo.; Gladstone, Mich.; Cleveland, Ohio; Lima, Ohio; Ashtabula, Ohio; Springfield, Ohio; Williamsport, Pa.; Harrisburg, Pa.; Philadelphia, Pa.; Reading, Pa.; Baltimore, Md.; Cape Charles, Va.; Buffalo, N. Y.; Rochester, N. Y.; Providence, R. I.; Worcester, Mass.; Manchester, N. H.; Bangor, Me.

Shipments have also been made to Havana, Cuba; London, Eng.; Toronto, Can., and Quebec, Can. Immediate shipments will be made to Australia and Ireland. Many single deliveries have been made over the States of Pennsylvania, Maryland, Ohio and the Virginias.

On account of the remarkable success which the Pullman company has met in the distribution of their products a large force of men is now employed, and owing to the demand for the product the increased business will necessitate the doubling of the force within the next few weeks.

Take the Girl Along



This machine will climb a 45% grade with side car. 11 H. P. guaranteed. 3-speed sliding gear.

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