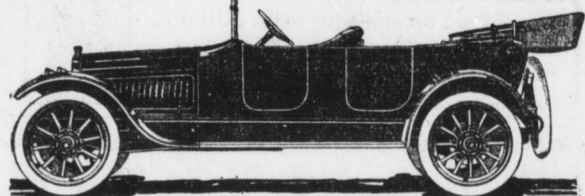


Overland Model 80

Surprising Values in 7 MODELS of the 1915 OVERLANDS

Model 81 Overland Roadster.....	\$795.00
Model 81 Overland Touring Car.....	\$850.00
Model 81 Overland Delivery Wagon.....	\$895.00
Model 80 Overland Roadster.....	\$1,050.00
Model 80 Overland Touring Car.....	\$1,075.00
Model 80 Overland Four Passenger Coupe.....	\$1,600.00
Model 82 Overland 6-Cyl., Seven Passenger.....	\$1,475.00



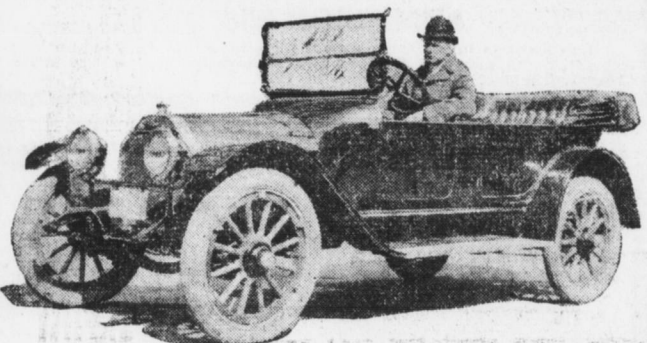
ALL "CHANDLER LIGHT SIX" THE CAR WITH THE MARVELOUS MOTOR, TWO, FIVE, AND SEVEN PASSENGER BODY AT THE NEW SEASON PRICE OF \$1,295.00 F. O. B. FACTORY, IS THE SURPRISE OF THE AUTOMOBILE WORLD IN A HIGH GRADE, SIX-CYLINDER CAR, AUTO CAR TRUCKS. EXHIBIT ON THE STAGE

All F. O. B. Factory Prices

Andrew Redmond

Cor. 3rd & Boyd Sts. Harrisburg, Pa.

THE NEW OLDSMOBILE "42"



East End Auto Company, Agents, R. C. Barrett, Manager.

MOTOR DEVELOPMENT IN TWELVE YEARS

From Practical Insignificance It Has Developed to Greatest Efficiency

By K. P. DRYSDALE, Cadillac Motor Car Company

From practical insignificance twelve years ago to one of the world's greatest industries to-day is briefly the history of the motor car. The rapidity of its growth has immeasurably surpassed that of any other industry in the world's history. Twelve years ago the automobile had not acquired the title which was assigned it a few years later, "The rich man's plaything." To-day it is the world's necessity.

Twelve years ago the owner of an automobile was the butt of the jester. To-day he is the envy of his friends and neighbors. Twelve years ago the motorists who could take a drive of a few miles without getting stuck was the exception. To-day the four of a thousand miles or more with nothing to do but start, steer and stop is the recreation of thousands. Twelve years ago the motor vehicle as a commercial utility was unknown. To-day there are thousands of them. Twelve years hence will see its use practically universal.

Twelve years ago the investment in the production of motor cars amounted to a few hundred thousand dollars. Today the investments run into the hundreds of millions. Twelve years ago there were only a few thousand persons employed in the industry. To-day it gives employment to hundreds of thousands and furnishes a livelihood for more than a million.

The real motor car, the one that is worthy of the name must be something more than a mere assembly of components obtained indiscriminately—a motor here, a transmission there, an axle some place else, and a score or more of other parts in as many different places. In the constant, the efficient, the dependable and the economical car every individual piece down to the last nut and screw must be made to work in harmony with every other part. Such a car can be the result only of experience, equipment, skill, "know how" and organization. These essentials are not obtainable in a day, a month or a year.

The upbuilding of an adequate equipment and efficient organization, the kind that it takes to manufacture motor cars that will be what they ought to be is a slow and tedious process. It requires work—hard work—and lots of it. It requires skill, and it requires time. The past twelve years have recorded remarkable development. The next twelve, yes, the next two or three, will record many more. The past has seen developments in the motor car itself. The near future will record changes in the business itself. It will see an elimination of the unworthy and the unfit, for "only the good endure."

STEGLER AGAIN ON STAND

New York, March 17—Richard P. Stegler, German naval reservist again took the stand to-day as a government witness in the trial of Richard Madden and Gustave Cook charged with aiding Stegler to procure a false American passport. He was submitted to further cross examination by Charles F. Oberwager, attorney for the defendants, who resumed his attack upon Stegler's character.

ONE HUNDRED MILES ON LOWEST GEAR

Severe Test That 116 Franklin Motor Cars Were Subjected to in One Day

To travel 100 miles on low gear seems an impossible feat, especially to anyone who has ever tried very much low gear work with an automobile. This was accomplished, however, by 116 Franklin Six-Thirty cars last Fall. It was planned that all Franklin dealers would make the demonstration on this date regardless of weather or road conditions, and in every case they were to pick out the route which would furnish the most severe test to the engine. Two official observers were required—one from the automobile club and one from the press—and the car was to travel on low gear all the time. It was a nonstop motor test, and the real test, of course, came on the cooling system and on the motor.

Franklin dealers responded to the request for this national demonstration in every case except where some had not been able to get their demonstrators as yet.

Various routes were picked out, some which are famous all over the country, as for instance, the Springfield, Mass., dealer finished at the top of Mt. Tom; the Colorado Springs dealer finished at the top of Tenderfoot Hill; the Wilkes-Barre dealer at the top of Giant Despair, and so on all over the country, the well-known mountains were used as the finishing point for this hard grind.

The run was made not to show that Franklin direct cooling cools, as practically everyone knows to-day that this is true. It would have been impossible to build the Franklin car so successfully for thirteen years unless Franklin direct cooling was the success. The real merit of this cooling system, however, has never been well understood by the public. How much it would stand and what the result to the motor would be on a real hard grind has been an unsettled point in the minds of a great many people.

It is not that 100 miles on low gear is a thing that an automobile owner attempts every day or even once a year, but 100 miles on low gear is a demonstration so severe that it might be called the maximum test to which a motor can be subjected. That is why the demonstration was made in this manner, and it certainly showed that Franklin direct cooling not only cools successfully, but it cools under the most severe work a motor can be given.

Franklin direct cooling is so called because the medium which cools the motor (air) is used directly. In the average cooling system using water, the water cools the motor and then air cools the water. Air cooling, or direct cooling, has been in use from the time automobiles were first made, and has developed gradually by new inventions and improvements. This to-day it represents one of the valuable developments of the day for automobile users, not because it is different than water cooling, but because it accomplishes the cooling more efficiently, and this 100 mile low gear run is a national demonstration that it accomplishes this something of use to automobile owners; it accomplishes greater serviceability. It requires less attention, for there is no radiator to fill, no pumps to look after, no fan to take care of. There are fewer parts, there is nothing to get out of order, as the only thing that moves is the flywheel, and of course that is a part of all motors. It is of maximum simplicity.

Franklin direct cooling made it possible to run the distance on low gear because the cooling system is independent of car speed. The air that is used for cooling is circulated in proportion to the engine speed, and regardless of whether the car is moving or not, the engine is cooled in proportion to the work it does, and the air is used but once.

PRESIDENT SELLS BALE OF COTTON TO HELP CHARITIES

Washington, March 17—President Wilson to-day sold a bale of cotton and sent the proceeds to charity in Oklahoma.

During the "buy a bale of cotton" movement that President bought several bales and one now is in storage at Boswell, Oklahoma. H. E. Conway of Paris, Texas, offered to buy it at ten cents a pound and to-day the President accepted his offer and directed that the proceeds be sent to charity in Oklahoma to be selected by Senators Gore and Owen.

FISK TIRES

WITH FISK SERVICE

WITH FISK SERVICE

A New Fisk Branch

FOR THE CONVENIENCE of Dealers and Car Owners we have opened a Local Fisk Branch where we shall carry a Complete Stock of Fisk Tires to fit all rims—Plain tread Non-skid and the handsome new tire—The Fisk Red Top

Our Service Policy And Facilities Are Incomparable

Only second to the Quality of our product is our effort to see that your satisfaction is complete in each individual transaction. Our Service is FREE TO EVERY TIRE USER.

THE FISK RUBBER COMPANY

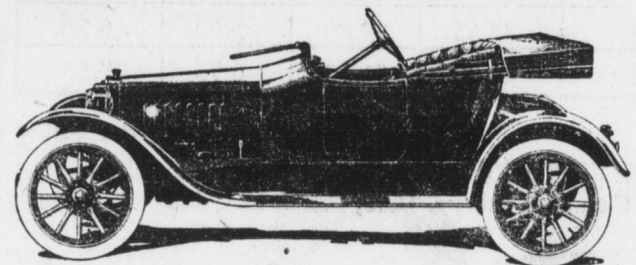
OF N. Y.

19 South Third Street

Harrisburg, Pa.



TRADE MARK Reg. U. S. Pat. Off. Time to Re-Tire? (Buy Fisk)



Saxon Roadster \$395.00

The car that will be given as a door prize Saturday night at the Auto Show, Arena and Rex Garage, Sold by



Keystone Motor Car Co.

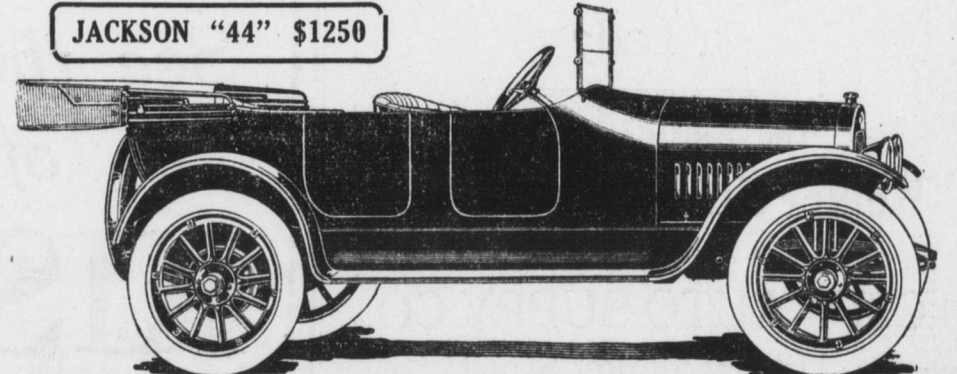
1019-25 MARKET STREET



Another Jackson Triumph

Old-Time Sturdiness in New Garb

JACKSON "44" \$1250



The new Jackson "44" has met with instantaneous success. Dealers and buyers alike are enthusiastic over the exceptional value of this car at \$1,250

Its distinguished appearance and perfect finish have aroused universal admiration. Its full streamline body is the equal, in style and symmetry, of the highest priced cars. And above all, it has the durability and mechanical perfection for which Jackson cars have always been famous.

THE REFINEMENTS ARE COMPLETE—flush doors, concealed hinges, one-man top; two-piece rain-vision windshield, crowned fenders and rounded radiator front. Ignition and lighting switches, speedometer, ammeter and oil gauge are all grouped on a metal instrument plate in the center of the dash, all illuminated by one dash light.

Two Other Models for 1915:

Jackson "43"

A Medium Priced SIX

Olympic "46"

A Big Power FOUR

"No Hill Too Steep, No Sand Too Deep"

Don't Fail to See Them at the Show, Kelker Street Hall

Harrisburg Salesroom, 334 Chestnut St.

P. H. KEBOCH,

BERRYSBURG, PENNA.

DISTRIBUTOR FOR EASTERN PENNSYLVANIA

KLAXON

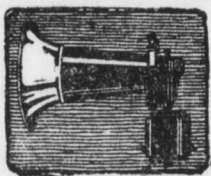
THE KLAXON is universally recognized as the STANDARD warning signal. It is used by 275,000 motorists. Carried on 90% of all high-priced cars—and on thousands of cars of moderate price.

The Klaxon is a WARNING signal. It expresses danger—to insure safety.

On country roads it warns half a mile or more in advance—around curves, over hills.

In city driving, the "tiger"—produced by a light touch of the button—is all that is necessary. It penetrates the noise of surrounding traffic no matter how loud; and is at once understood as meaning danger.

The Klaxon is not an "electric horn." It is totally different. Its whole principle of operation is different. Its note is different. Ask us to explain this difference in detail.



KLAXON



KLAXONET



KLAXET



HAND KLAXON

THE KLAXONET and KLAXET are smaller models of the Klaxon. They operate on the regular Klaxon principle: a steel diaphragm vibrated by a cam wheel. This wheel is driven by an electric motor.

THE HAND KLAXON operates on the same Klaxon principle, except that the cam wheel is rotated by a train of gears rather than an electric motor. These gears attain high speed by simply pressing down the push-rod.

The Hand Klaxon has the true Klaxon warning note and is sold under the regular Klaxon guarantee of permanent satisfaction. It is complete in itself—no outside power is necessary. It is designed especially for use on cars not electrified.

PRICES

(Complete ready for installation) Klaxon \$20. Klaxonet \$15. Klaxet \$9. Hand Klaxon \$7.50. Supplied in six finishes.

Klaxons, Klaxonets, Klaxets and Hand Klaxons

Are Sold By

City Auto Supply Company

Telephones—Bell 366 118-120 MARKET STREET Next Senate Hotel

Klaxon Service Station

We Repaint Your Klaxon Horn Free of Charge

Try Telegraph Want Ads.