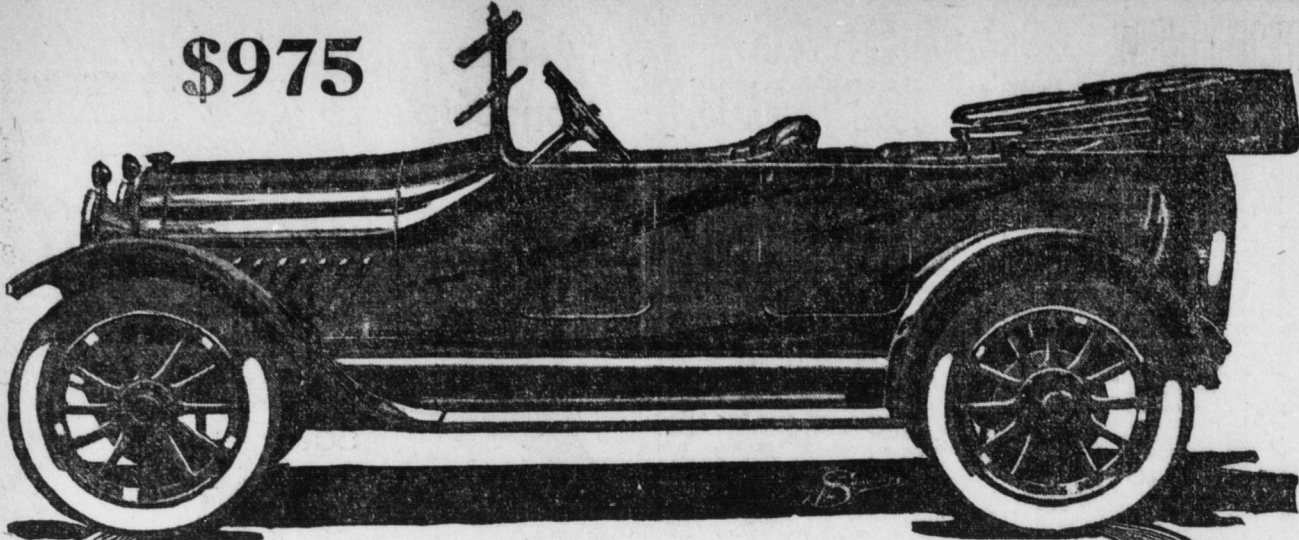


\$975



Announcing EMPIRE 1916 Model

Months ahead of all others in its announcement, a full year ahead in the value it offers, comes the 1916 Empire—Model 33 touring car.

In this latest Empire are combined many new features. There is that attention to detail of body design and general finish heretofore considered impossible in a car selling for less than \$1,400.

- Bigger in every way than any previous Empire—the wheel base is 112 inches. No other car selling for \$975.000 has such length. This long wheel base with longer, especially designed springs makes the Empire the easiest riding car in the American field.

- Five-bow one-man top—accurately described by its name. Five-bow tops, with inside quickly operated curtains, have heretofore been limited to cars selling for several hundred dollars more than the Empire.

PENBROOK GARAGE

27th and Penn Streets H. A. FISHBURN, Manager

Penbrook, Pa. Bell 389-J—2539-W

EMPIRE AUTOMOBILE CO. INDIANAPOLIS, U.S.A.

EMPIRE REVEALS FIRST 1916 TYPE

Marked Enlargement and Refinement in Every Detail of the New Model 33

The first 1916 model is announced and is now being shown at the Penbrook garage by H. A. Fishburn.

The distinction of revealing the initial 1916 type is attained by the Empire Automobile Company of Indianapolis in the announcement of its model 33 touring car.

In model 33 the Empire has left side drive and center gear control. The general appearance of the entire car is distinctive with the unbroken tapering lines from the new honeycomb, rounded top radiator to rolled back of body.

While this latest Empire is marked by many refinements it is noticeable that the company's engineers have adhered in general to the chassis design which has been followed so successfully for many years.

This new model has full floating rear axle, of especially sturdy construction with nickel steel shafts throughout. By the construction of this axle all weight is taken from the driving shafts, while there is no possibility of leakage of oil to brakes.

The standard body color is Brewster green, although French gray is also furnished.

While the model is announced as a touring car, detachable sedan top is also furnished at an extra charge, this giving practically two cars—a closed limousine for inclement weather and an open touring car for summer use.

"This car marks a most decided advance in the Empire production," says C. B. Sommers of the Empire company. "We believe we have taken a step that will meet with popular favor with dealers and buyers in the early announcement we are making. We had not intended to place the car on the market until July, but when it became apparent that the 1915 allotment would be completed and shipped before March 1, we rearranged our plans and decided on the early Spring announcement, as we had previously concluded the experimental and development work which had been conducted for almost a year.

Auto of Today For the Man Who Drives

The automobile of to-day is made for the man who does his own driving. This explains its increasing vogue.

With the coming of the popular-priced car, the chauffeur's sphere of activity is narrowing to the essentially high-priced machines. In fact, even among the owners of high-priced cars there is an increasing tendency to get the full fun out of motoring by doing their own driving.

The comfort of the driver has been well thought of, for the seat he occupies has plenty of leg room, and the cushions are thick and comfortable.

All these cars are very economical on both gasoline and oil. The latter feature saving the driver a lot of work. The lighting and starting system of the "light six" has only two wires, which makes it the simplest on the market and reduces to a minimum the amount of technical knowledge required to keep it in shape.

BAD JUDGMENT "What you so furious about, wife?" "Mrs. Smith just called me an old cat."

GORSON'S advertisement listing various car models and prices, including 1915 Imperial Roadsters, 1915 REGAL Undercoiler, and 1915 CHALMERS 6-cylinder car.

Union Tires and Self Sealing Tubes advertisement featuring the "AGE" brand and Union Sales Co., Inc. located at Second and North Sts., Harrisburg, Pa.

2 NEW MODELS NOW ON DISPLAY advertisement for CHALMERS MODEL 32 and FAMOUS SAXON SIX, offered by Keystone Motor Car Co. at 1019-25 MARKET STREET.

THE NEW SCRIPPS-BOOTH ROADSTER advertisement featuring an illustration of the car and text describing it as a newcomer in Harrisburg, manufactured by one of the leading companies of Detroit.

SIMPLEX Automobile Shock Absorbers advertisement by Eureka Wagon Works, Agents, located at Wagon Building, Repairing and Painting a Specialty.

SEE AND COMPARE advertisement for the Herff-Brooks 4-40 with any other four in its class, offered by JAMES K. KIPP at 1717 N. Fourth St.

MILLER Geared TIRES advertisement by STERLING AUTO TIRE CO., 1451 Zarker Street, THE VULCANIZERS.

"A Truck For Every Purpose" advertisement for 11 Chainless Republics sold in four weeks, offered by I. W. DILL at the Hudson-Hollier Agency.

Going On a Trip Sunday? advertisement for Rowman's tires, 318 MARKET STREET, offering an extra tire for safe-guard against being detained.