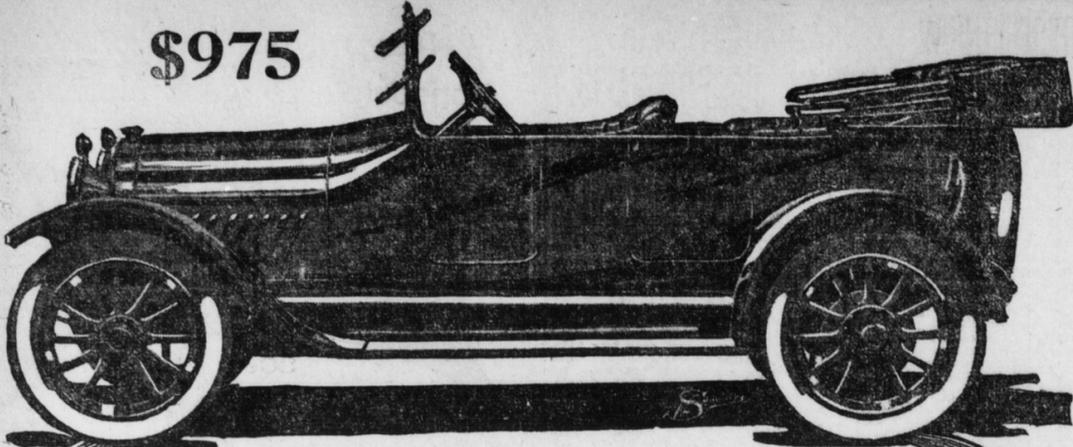


\$975



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. New models have no significance if numbers alone are changed—the Empire Model 33 is an advanced car throughout, the result of exhaustive experimental work and a year's testing. We had not intended announcing this new model for months to come, but the demand of Empire dealers and customers took every one of our 1915 models before March 1—took every car we had to offer. This tremendous demand for the Empire gives the car buyer the opportunity of securing this wonderful 1916 model this spring.

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. Size, power, quality and equipment, considered separately or collectively, give the Empire Model 33 rank above all cars of its class. It retains the sturdiness, ability, economy and easy riding qualities that have made the Empire famous—and this now to an even greater degree. Note carefully these refinements.

- 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.
- Larger four-cylinder motor** developing 35 horsepower, increasing again the reserve power for which the Empire cars are noted. Weight well below 2,500 pounds, assuring economy of fuel and tires.
- Left-side drive with center control**—greatest convenience for driver and passengers.
- Streamline flush side body of extra roominess.** The standard body color is Brewster green. New type upholstery of genuine leather afford maximum comfort.
- Full floating single bearing rear axle**—this construction takes all weight from the driving shafts and absolutely prevents oil reaching brakes.

- 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.
- Remy electric starting and lighting** fully guaranteed for one year—this starting installation requires no intermediate gears or clutches. Silent and positive in operation. No other car to our knowledge carries a manufacturer's one-year warranty on electric equipment.
- Extra large, rounded top honey-comb radiator**—cells of expanding type to prevent bursting in case of freezing.
- Combination headlights**—powerful searchlights for country driving with small dim lights for city use.
- Low center of gravity** because of the dropped frame—car holds road at all speed—prevents skidding and lessens tire wear.

Study these points carefully. Do you know of any car at less than \$1,400 which combines such points of excellence? And they are but a few of the many Empire extra-value features. As dealers for the Empire product in this territory we invite you to call and inspect this beautiful, sturdy 1916 model, and by demonstration prove to you the capabilities of this advanced car. Delivers without delay.

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. This early announcement was made possible by the fact that the entire Empire output scheduled for the 1915 season was disposed of before March 1, thereby clearing the way for this model which has been in test service for almost a year.

Many new and striking departures with exceptional refinements are evident in this new model. Notably it differs from its predecessors in the Empire line in size, having a wheelbase of 112 inches, a lengthening of nearly four inches. Correspondingly the body is larger, roomier than any of the company's previous models and has full seating capacity for five passengers, with exceptional roominess in both driving compartments and tonneau. The body with its streamline type in accordance with the latest vogue in car design is finished throughout in the new style upholstery and of selected leather. Motor, top, wide doors, low set seats, concealed hinges are noticeable features, while one man top with inside operated storm curtains is provided.

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. The increase in size of the car has been accomplished with the addition of but a few pounds in weight, which is still held well below 2,500 pounds. Despite this the power is increased more than 10 per cent by an increase in the bore of the four-cylinder motor incorporated in unit power plant. This motor develops 35 horse power, holding the poundage per horse power to a very low figure, making the car economical in fuel consumption and tire cost.

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 electric starting installation is unique in that the action is direct through silent chain from starting motor to crankshaft, there being no intermediate gears or clutches. As soon as the engine starts, the starting motor becomes an electric generator. The entire electric system is guaranteed for one year.

Other notable features in the car are crowned fenders, linoleum covered and aluminum bound, a wooden running boards, nonskid tires on rear wheels and complete equipment in every detail.

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. The sedan top is so constructed, however, that all side and back panels may be removed, leaving the car absolutely open.

"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. Material had been fully stocked and now at the time of our announcement we have already shipped demonstrators of the new model to practically all our dealers and have cars coming through on a larger daily production schedule than at any time in our history."

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.

It has been found that the great percentage of Mitchell cars go to men who have no need for chauffeurs. It is a foregone conclusion that the motorcar construction that automobiles have reached a point of convenience, safety, consistency and reliability that make it especially possible to convert the inexperienced purchaser into a skilled pilot.

The Mitchell line is peculiarly suited for the man who does his own driving. All of these cars are great hill climbers. This "Six" will run from two to fifty-nine miles on high gear, and thus the driver is spared the weariness of constantly changing gears. The car is easy riding and gives very little vibration, even when going over cobblestones. This is attributed to the rear spring construction, the springs being low and placed under the rear axle. The "Six" turns very close and is as well adapted for city as for country use.

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. The one-man top can be raised in from three to five minutes, so that the driver need never be seriously concerned by the coming of any sudden unexpected storm.

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.

What the "light four" can do without tinkering, tampering or adjustment was shown by the performance of the car which last fall averaged 250 miles per day for thirty days under sealed bonnet conditions that precluded any adjustment. Any driver could have driven the car during this test.

When problems occasionally arise the Mitchell owner-driver has the security that back of his car is the wealth of one of the most powerful companies in existence—the Mitchell-Lewis Motor Company, at Racine, Wisconsin.

BAD JUDGMENT
"What you so furious about, wife?"
"Mrs. Smith just called me an old cat."
"Why, you're not old!"—Farm Life.

GORSON'S

Where You Can Always Get a Good Used Car at a Low Price Over 1000 Autos to Select From

1915 Imperial Roadsters, brand new \$1500 Cars at \$800—fully equipped.

- 1915 HUDSON Coupelet, practically brand new, factory equipment, at \$1000.
- 1915 CHALMERS, 6-cylinder car, as good as day it came from factory; owner will sell at once.
- 1914 25 H. P. BUICK Touring car, equipped with top, glass front, \$250.
- 1914 KISSSEL, KAR, Touring, electrically equipped; snap at \$200.
- 1914 HAYNES, 6-cylinder Touring car, fully equipped, excellent condition.
- 1913-13-11 HUPMOBILE Runabouts, all equipped with top, glass front, etc.; \$225 and up.
- 1914 MAWELL Touring car, factory equipment; very nice car; \$400.
- 1914-15-12 MERTZ Runabouts, all overhauled and equipped with top, glass front; \$125 and up.
- 1912 APPELSON JACK RABBIT, overhauled; \$225.
- 1913 BUICK, 30 H. P. Touring, overhauled; \$350.
- PACKARD Limousine, first-class condition, beautiful car; owner wants offer.
- 1913 HUPMOBILE "32" Touring car, equipped, electric steering and lights; just from the show; overhauled; owner will sacrifice; \$250.
- 1912 LOCOMOBILE Limousine, just been overhauled and painted; owner must sell at once; make offer.
- 1913 CADILLAC, electric lights and starter; \$225.
- 1914 OVERLAND Touring car, overhauled, electrically equipped; \$475.
- 1912 JACKSON Touring car, in first-class condition, equipped with top, glass front; \$250.
- 1914 HERRESHOP Touring, equipped with top, glass front, extra; \$350.
- 1913 CHANDLER car, is in very fine condition; can be bought for \$200.
- 1913 REGAL Undercarriage, top, glass front, overhauled, \$350.
- COLE Touring car, overhauled and repainted, very good shape; \$250.
- 1914-13-12 H. C. H. Roadsters, all equipped with top, glass front, in good running order; \$225 and up.
- 1914 6-cylinder STUDEBAKER, electric lights and starter, owner will sacrifice.
- BUICK, 40 H. P. Touring, overhauled and repainted, top, glass front; \$275.
- 1914-13-12 KITT Touring cars have been overhauled and painted, equipped with top, glass front, etc.; \$225 and up.
- 1914 CHALMERS Touring car, in excellent condition, fully equipped with extras; owner will sacrifice.
- 1913 HUP "32" Roadster, equipped with top, glass front, speedometer; extras; owner must sell at once.
- 1914-13-12 STUDEBAKER Touring car, all overhauled and painted, factory equipment and all of them in very good shape; \$250 and up.
- 1914-13-12 KITT Runabouts, equipped with top, glass front, speedometer; other extras; \$200 to \$250.
- 1914-13-12 FORD Touring cars, with all factory equipments; extra; \$150 and up.
- JIFNEY "15" STUDEBAKER, FLANDERS, STUDEBAKER and a number of small buses from \$750 up.
- 1914 OAKLAND Touring car, 40 H. P., very beautiful car and good as new; owner wants offer.
- 1912 LOCOMOBILE Touring car, with factory equipment, with a number of extras; to be sold quickly for \$300.
- PERLERS 7-passenger, overhauled and painted, good tires; \$400.
- KNOX Touring car, has just been overhauled and painted, in very good shape; owner wants offer.

Gorson's Automobile Exchange
238-40 North Broad Street
Branch, 206 North Broad Street, Philadelphia
SEND FOR OUR BARGAIN BULLETIN—AGENTS WANTED

Union Tires
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Put the
"AGE"
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Second and North Sts., Harrisburg, Pa.

2 NEW MODELS NOW ON DISPLAY

CHALMERS MODEL 32
Six cylinder 40 H. P. \$1,400, in Touring or Roadster model.

FAMOUS SAXON SIX
5 passenger Touring Car, has just arrived, \$785.00.
Now booking orders for demonstration on both models.
Will be glad to hear from any one interested.

Keystone Motor Car Co.
1019-25 MARKET STREET
PRICES F. O. B. DETROIT

THE NEW SCRIPPS-BOOTH ROADSTER

A newcomer in Harrisburg, but manufactured by one of the leading companies of Detroit, is the new Scripps-Booth roadster now being shown in this city by the Universal Motor Car Company at Sixth and Kellier street. With its distinctive body design and red wire wheels, the car shown above has attracted a great deal of attention since its arrival. Details and specifications of construction appear in announcement elsewhere in this issue of the Telegraph. Charles H. Mauk, president of the Universal Motor Car Company, is in the car beside Irvin Weaver, salesman.

MATHESON IS DODGE BROTHERS' SERVICE MANAGER
Announcement is made by Dodge Brothers of the appointment of C. W. Matheson, formerly New York District Representative of the company, as manager of the service department. Mr. Matheson's headquarters will be at the general offices in Detroit, and he will take up his new duties at once. Formerly President of the Matheson Motor Car Company, Mr. Matheson has been a prominent figure in the automobile industry for the past twelve years, and brings to his new position a thorough knowledge of every phase of the business. Under Mr. Matheson's guidance, a service department will be organized that will be second to none in the automobile industry.

SEE AND COMPARE
The Herff-Brooks 4-40 with any other four in its class.

5-passenger Touring, \$1100

Upon investigation you will find that the Herff-Brooks 4-40 has forty horsepower and a 118-inch wheelbase, while other cars selling at \$1100 have only thirty-five horsepower and a 114-inch wheelbase. You will also find it has five crankshaft bearings, drop-down steering wheel, one-man top, complete equipment; 24x4-inch tires; Bosch high tension magneto, D. W. system; electric lighting and starting; Stewart Speedometer; Timken and New Departure bearings; demountable rims and extra carburetor, and many other high-class features not usually found on cars at the price. The Herff-Brooks models also include a Six Fifty at \$1375, and a Four-Twenty-five at \$750. All prices F. O. B. Factory.

JAMES K. KIPP
Garage—1717 N. Fourth St. Residence—2203 N. Fourth St.

"Real Comfort at Little Cost," "Most Simple Device of Its Kind."

SIMPLEX
Automobile Shock Absorbers

They do all that any other absorbers do at from one-half to one-third the cost. **BE FAIR TO YOUR CAR!** Give it longer life. Ride in comfort and ease. Simplex will allow it. Ask us about them.

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THE VULCANIZERS

"A Truck For Every Purpose"

3 1/2-Ton Republic, \$995. Complete with body, f. o. b. factory.

11 Chainless Republics Sold in Four Weeks

would indicate good times and good trucks. We can promise deliveries within two weeks from date of order. Should we mail you a catalog?

Sold by
I. W. DILL
At the Hudson-Hollier Agency

Going On a Trip Sunday?
Let us loan you an extra tire to safeguard against being detained in case of a breakdown.
We'll gladly take it back if not used, and there'll be no charge.

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