

GORSON'S

Great Bargains in USED AUTOMOBILES

You can buy a car of any make or size, in absolutely good running order, at a small fraction of original cost. We have sold tens of thousands of automobiles to pleased buyers all over the United States. Our guarantee backs every car.

1915 Brand-New Roadsters, \$1500 Cars at \$900—Fully Equipped

1914 Chevrolet Touring, run a few hundred miles.
 1915 Haynes Little Six Touring, one-man top, regular factory equipment.
 1915 4-cylinder Buick, all factory equipment, run very little, owner will sacrifice.
 1915 Maroon Roadster, snappy car.
 1915 Little Six Chalmers, elegantly equipped, used a little.
 1914 Buick Roadster, electrically equipped, 26 H. P., \$350.
 1912 Pierce-Arrow Limousine, a big bargain.
 1912-13 Maxwell Roadsters, equipped, \$200 to \$400.
 1914 Kissel Touring car, with electrical equipment, starts, \$215.
 Stoddard-Dwight Touring, equipped, \$275.
 1914 Overland Touring, run very little.
 1915 4-cylinder, big bargain, \$500.
 1914 Overland Roadster, top, glass front.
 Cole Roadster, elegant runner, order, \$275.
 1914 Hudson 4-cylinder Touring, overhauled and repainted.
 1913 Buick 30 Touring, very nicely equipped; owner will sacrifice.
 6-cylinder Hudson Touring car, 7 passenger.
 1914 Studebaker Six, all factory equipment, \$450.
 1915-14-13-12 Ford Touring cars, all equipped, \$225 and up.
 1913 Locomobile Touring, overhauled and repainted, \$500.
 Metalure Touring car, in very good running order, fully equipped, owner wants offer.
 1914 Hupmobile "22" Touring, equipped, starter, \$375.

1914 Cadillac Touring, all standard equipment and a very good car, \$500.
 Overland Touring cars, all standard equipment, overhauled and repainted, \$300 to \$350.
 Chalmers Touring car, equipped in good shape, \$380.
 Kirk Touring car, with all equipment, big sacrifice.
 1914 Oakland Touring car, a number of extras, \$700.
 1913-11 Kirk Runabout, all equipped with top, glass front, overhauled and repainted, \$215 and up.
 1913-11 Oakland Runabouts, \$150 and up.
 1913 Reo Underliner Roadster, car that has been run very little, \$275.
 1913-11-11 Kirk Runabout, all equipped with top, glass front, overhauled and repainted, \$215 and up.
 1913 Studebaker Touring car, equipped with top, glass front, overhauled and repainted, \$215 and up.
 1913 Hudson Touring car, overhauled and repainted, in very good condition, \$450.
 1912 Oakland Touring car, equipped with top, glass front, overhauled and repainted, \$380.
 1913 Oldsmobile Touring car, very good shape, \$450.
 More Roadster, equipped with top, glass front, \$175.
 1912 Locomobile Limousine, overhauled and repainted, very good order; owner will sacrifice.

AND HUNDREDS OF OTHER TOURING CARS AND ROADSTERS FROM \$150 UP

GORSON'S AUTOMOBILE EXCHANGE
 238-40 North Broad Street
 PHILADELPHIA, PA.
 Send for Free Bargain Bulletin
 LARGEST DEALERS IN USED AUTOS IN THE U. S. A.

Barney Oldfield and Billy Carlson Famous Maxwell Race Drivers



"World's Master Driver," Barney Oldfield, won his second race in four days with his Maxwell car when he finished first in the Tucson Desert Race of 103 miles, Sat. Saturday, over an extremely rough course in a time of 1 hour, 31 minutes and 59 seconds.

"Sure Finish" Billy Carlson, also a Maxwell driver, won second for the second time in four days.

Oldfield and Carlson won first and second in the greatest race of the season, The Venice Grand Prix at Venice, California, March 17th, where Oldfield drove the entire 300 miles without a stop. This makes the third wonderful non-stop record for the Maxwell team during the last few months, all of which were over 300 miles.

COLE EIGHT HAS ARRIVED IN TOWN

Factory Now Running in Three Shifts in Order to Meet Demand For Deliveries

The Cole eight arrived in the city this morning and is now being displayed at the salesroom of the Excelsior Auto Company, at Eleventh and Mulberry streets.

The car has a full seven-passenger touring body with one man top and divided front seats, the auxiliary seats folding into a recess in the back of the front seats. All these are standard features on the latest Cole productions. Henry Myers, local representative, has received assurances that the factory is now working in three shifts over the twenty-four hours in order to keep in with the demand and insure prompt deliveries.

Chief Engineer Charles S. Crawford, of the Cole Motor Car Company, recently gave a talk on the Cole eight-cylinder motor, in which he explained its perfection. He said in part:

"Inasmuch as the general public has shown a decided interest in the development of the eight-cylinder motor, we feel that the time is opportune for letting them know some of the facts of this late commercial product.

"There have recently been some statements by engineers which might possibly admit of a double interpretation.

"From actual experiment it has been proven so far as we are concerned that we have had less development and experimental work to do on our eight-cylinder motor to make it a practical commercial success from the layman viewpoint than we experienced on either four or six of past and new design.

"Some time ago we realized the growing public sentiment for a power plant which would approach the turbine control effort. And when this demand assumed commercial proportions, through our long established connection with motor building specialists, we were ready to meet the demand with a developed product.

"In the past it has been the policy to design motor cars under the supervision of one man with more or less fixed ideas of construction and engineering. But motor car building has automatically received itself into a democratic process. The will of the people now rules. Public demand for the eight has repressed. But this demand, by the more conscientious builders, is being met with their responsibility for correct construction in mind.

"In order, however, to obtain more satisfactory results in an eight-cylinder motor than has been obtained in past design, the successful builder realizes the need of taking advantage of the long experimental work conducted by Europe on eights.

"The motor builder of limited facilities is not as a rule in possession of the necessary records on this foreign development.

"Work in the Cole eight began where Europe left off. The Northwest engineers in conjunction with the engineers of other prominent organizations concentrated on the development of the Cole-Northway eight. More combined brains than have ever combined in similar engineering undertaking. The engineer of to-day, unlike the engineer of the past, has forgotten personal glory and has been taught to regard service to the user as his only consideration. He has learned that no engineer is sufficient 'unto himself alone.' He is a group animal, and has learned the great lesson of co-operation and conference. There is no question but that Cole's exploitation of the standardized system of building is

largely responsible for this evolutionary reform.

"The Cole eight is to-day in a better state of final development than any new four or six motor that has ever gone into a Cole car and Cole cars have undeniably been famous for their good motors. The carburetion of an eight cylinder depends largely upon the design of the manifold, and its relation to the general construction of the motor. The scissor type connection rod employed in the Cole eight permits of maximum bearing surface, which is far in excess of the bearing surface in positively successful sixes and fours of equal piston displacement.

"The extreme simplicity of the oiling system in the Cole eight motor makes it permanently positive and efficient. The continuous flow of power in the eight makes it possible to generate vastly more horsepower with greatly reduced weight, which from an engineering standpoint means that the eight is headed in the right direction.

"The increase in the flow of torque also produces a considerable saving in fuel over past designs of equal piston displacement. The eight practically eliminates gear shifting and any practical motorist knows that gear shifting eats up fuel. In a recent 400-mile gruelling test of the Cole eight from rain to zero weather, under the observation of prominent accessory men with five people up, baggage, two spares, skid chains on all around, top, windshield, and all curtains up, driving at an average speed of thirty miles an hour, fifty-five miles of which was done at the rate of forty miles an hour—no gear shifting was made on the entire trip and more mileage per gallon was obtained by this motor than any four or six of equal displacement has ever obtained under anything like similar conditions.

"The public should bear in mind that what they want the engineers will be able to produce. The Cole eight is an example."

Thomas B. Lyter will assist Mr. Myers in the demonstration and sale of Cole motor cars.

Yellowstone Park Will Be Open to Motor Cars

Washington, D. C., May 1. — With Yellowstone Park open August 1 to October 31, it is a certainty that road travel will greatly increase to the Northwest country. Transcontinentalists will be covering the Yellowstone circuit, then, continuing northwesterly, take in Glacier Park and the Snake River country, the Yellowstone Pass road. Southerly to Portland will come the opportunity to see the world's greatest geysers, the geysers of San Francisco is, of course, the real mecca for the large majority this summer.

In his recently issued order, Secretary of the Interior Lane has accentuated a policy which is the direction of making it possible for Americans to "See America First." While it is true that States and local automobile clubs and commercial bodies promptly followed the suggestion of President Lane, the Department of the Interior has not been slow in the revival of motor vehicles into Yellowstone Park, it must not be forgotten that the States and local automobile clubs have been similarly petitioned with very intangible results.

In the official bulletin from Secretary Lane, reference is made to the necessity of new telephone lines, checking stations, and imposing regulations which will insure a safe use of park roads by motor cars, as well as by horse-drawn vehicles. This extract from the official communication concisely sizes up the situation:

"Plans carefully worked out by officials of the Interior Department, with the co-operation of the army officers at the park, call for a schedule which will permit automobile traffic independent of the stage traffic. All the regular traffic will move in one general direction in making the circuit of the park; the automobiles leaving half an hour before the stages, both morning and evening, from the check stations or from the intermediate stations at which they are checked in.

"It is expected that the road through the park will be a link in the highway to the Northwest, and will give the motorist who is contemplating a western trip an opportunity of seeing several of the other national parks. Mr. Rainier and Crater Lake National parks would be reachable, and the motorist, continuing his tour through California, could visit the exposition at San Francisco and San Diego. Crossing the Sierra Nevada on his return journey, he could pass through the Yosemite National Park, over the scenic Tioga Road which Secretary Lane has just secured for the Government.

"The Tioga Road was built in 1881 by eastern capitalists to reach a mine which soon after failed, but the road since it has fallen into complete disuse. Several efforts to secure its purchase were successfully started by Mr. Mather on the coast, and public-spirited citizens and organizations in California are now completing these subscriptions.

Other Cities as Well as Detroit Profit by Industry

"It has been truly said that the automobile industry is showering on Detroit a veritable cloudburst of dollars, but very little has been said and less written about the material prosperity that Detroit's automobile factories have brought to many other cities and thousands of people that live in them. The automobile business is so tremendous in this one city, said C. R. Morton, an expert Chalmers agency, that most of us are apt to think of the

Hupmobile

CAR OF THE AMERICAN FAMILY

Ask the Hupmobile Dealer



Ask him why he continues to sell the Hupmobile year after year. He will tell you: "Because the Hupmobile grows better year after year." He is not afraid to meet any man to whom he has sold a Hupmobile.

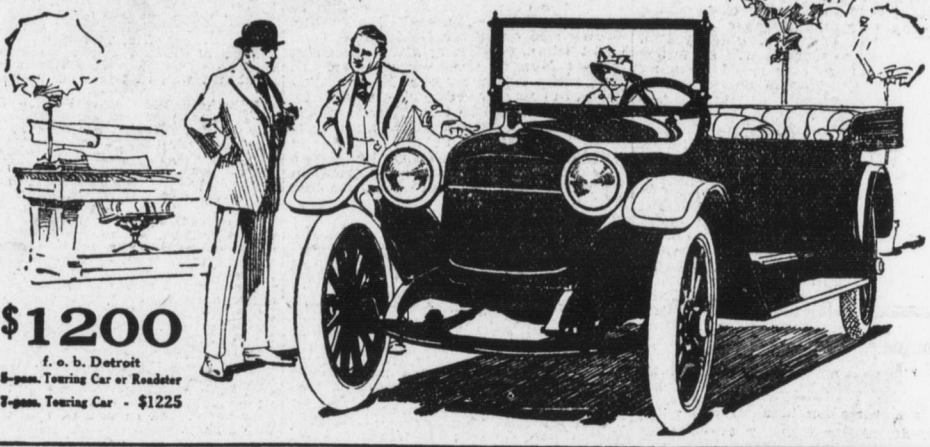
His customers last year, are his customers this year. And better than that—they are his friends, as well as his customers. They go out of their way to help him make Hupmobile sales. From twenty-five to fifty per cent of his new buyers, come, he will tell you, from the recommendations of old friends. He does not hesitate to refer to them—they do not hesitate to endorse the Hupmobile.

Do you know of another car of which this is so widely, so enthusiastically, true? Where the average man buys one car, the Hupmobile dealer buys scores, or even hundreds.

He pays his money for these cars, the same as you pay for yours. He had to be sold on the Hupmobile before he would make this investment, the same as you have to be sold. The Hupmobile dealer, naturally, is prejudiced in favor of the Hupmobile. But isn't that very prejudice—that extreme enthusiasm—the strongest endorsement you could ask? If he has held the friendship of his Hupmobile owners through all these years, he will hold your friendship, too. What is true of Hupmobile dealers generally is true of us. Let us show you the 1915 Hupmobile.

ENSMINGER MOTOR CO.

Distributors
Salesroom 3rd and Cumberland Sts. Bell Phone 931J



\$1200
f. o. b. Detroit
8-pass. Touring Car or Roadster
7-pass. Touring Car - \$1225

large output, so many thousands of automobiles made in one year, so many thousands more in another year—figures that suggest tremendous turnover, but this alone is not the big vital thing about Detroit and its big industry.

"In other cities, some nearby, some far away, the wheels in thousands of factories are turning, making finished products of a vast array of raw materials. The wheels in other cities are sending us each year hundreds of thousands of dollars' worth of steel, iron, aluminum, brass, rubber, tin, material, paints, linoleum, batteries and scores of products too numerous to mention. Detroit is the hub of a great wheel, a great industrial wheel, the spokes of which may be represented by the railroad lines, centering here or passing through the city. Scores of freight trains are made up every day and depart for Detroit, laden with freight worth thousands, all consigned to some great automobile factories there. The automobile industry of this city is not only of great local significance, but it means much to scores of cities and towns and to thousands of people outside of it.

"One need only look at the trade reports in the prominent financial papers to discover that what I have said here is true. The automobile industry has played a large part in the revival of the steel trade this year. It has played a large part in the revival of the machinery business, in the tool-making industry and scores of other industries. The whole country owes a debt to Detroit, the automobile city. No finer city in this country and no one else of magnitude has done as much to bring about the revival of general prosperity as Detroit and the automobile industry.

TIRES

3500-mile Guarantee. Must be sold before MAY 15 to make room for alterations.

SUBJECT TO PRIOR SALE

14-30x3	Plain CL Casings	\$7.79 each
14-30x3 1/2	Plain CL Casings	\$10.24 each
1-28x3	Plain CL Casings	\$7.50 each
1-28x3	Anti-Skid CL Casings	\$8.69 each
1-31x3 1/2	Anti-Skid CL Casings	\$12.90
1-32x3 1/2	Plain QD Casings	\$11.53
2-34x3 1/2	Plain QD Casings	\$12.55
3-34x3 1/2	Anti-Skid QD Casings	\$14.44
1-33x4	Plain QD Casings	\$17.28
1-33x4	Anti-Skid QD Casings	\$19.87
1-33x4	Plain SS Casings	\$17.88
2-34x4	Plain SS Casings	\$17.88
3-34x4	Plain QD Casings	\$17.88
1-35x4	Plain QD Casings	\$18.40
1-35x4	Anti-Skid QD Casings	\$21.20
1-36x4 1/2	Anti-Skid QD Casings	\$27.55

E. MATHER CO.

204 WALNUT STREET



SAVE 50% ON YOUR TIRES BY DOUBLING YOUR MILEAGE

Pats. Pending, 5,000 Miles Guaranteed. Ford Cars, 6,000.

This cross section of tire shows the improved way of making the highest grade Pneumatic tire tread. The tread is made from a series of canvas strips impregnated with rubber in such a way that it prevents the tread from separating from the air-carcass, splitting, chipping off, or coming apart. It also prevents rupturing of air-carcass, which is the ruin of all tires, and it also prevents punctures and blow-outs. The tread is so tough it will not split, peel off, or crack like other makes of tires. Each layer is a binder to the tread, which holds the rubber between the ply in its place. It takes more than 1,500 miles of road service to wear off one layer—each layer is non-skid. No chains necessary. Count the many thousand miles you can run. It saves 25 per cent on gasoline and engine power. Don't buy any tires until you have examined this tire. Write for free booklet telling many other important features and agents' proposition.

The Canvas Tread Tire Co.
Of Utica, N. Y.
HARRY P. MOTTER, Gen. Agt.,
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DODGE BROS. and SAXON Motor Cars

KEYSTONE MOTOR CAR CO.

1019-25 Market Street

32x3 1/2 Straight Side Tires, PRICE, **\$11.25**

Well known standard make; plain tread; absolutely A1 quality—GUARANTEED TO RUN 3,500 MILES. Standard price is \$13.95.

Name of maker appears on every tire—not mentioned here on account of other dealers handling same make.

Investigate!

Bowman's

318 MARKET STREET

Union Tires and Self Sealing Tubes

Put the "AGE" In Mileage

Union Sales Co., Inc.

Second and North Sts., Harrisburg, Pa.

LUXURIOUS ROADSTER \$775\$

Universal Motor Car Co.
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Ensminger Motor Co.
Third & Cumberland Sts. DISTRIBUTORS

BATTERY "Exide" SERVICE

Batteries rebuilt and recharged, various types of "Exide" batteries and parts in stock. Automobile repairing, starting and lighting systems a specialty.

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