

EXCEPTIONAL BARGAINS IN USED AUTOS AT GORSON'S

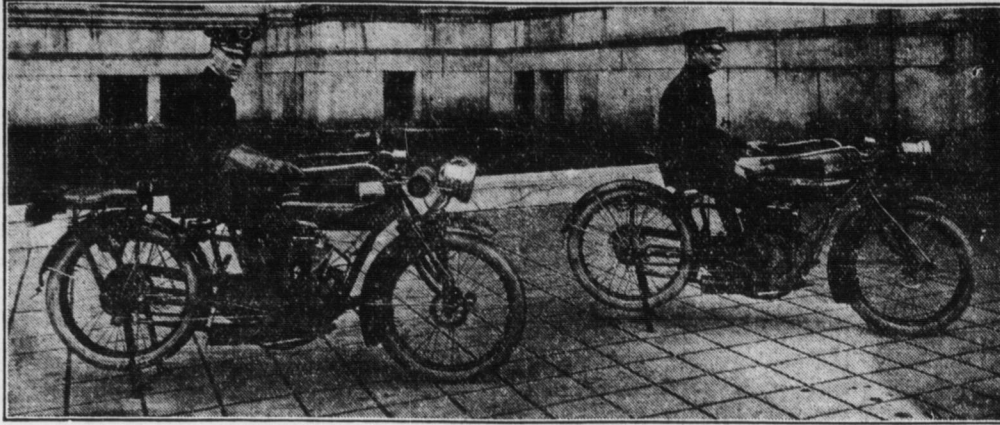
Largest Used Car Dealers

Buy a used car from us and get the best your money can buy. We guarantee every car.

- 1915 CHEVROLET Roadster, run less than 200 miles.
1914 CADILLAC used very little.
1914 five-passenger HUDSON, practically new.
1914 STUTZ Touring, with two extra seats, very handsomely equipped.
1915 MERCER Roadster, fully equipped, at a big bargain.
1914 HUMPHOLE Touring, 6-passenger, very fine condition.
1912 PIERCE-Arrow Limousine, very well taken care of.
1914 BUICK Touring car, 35-H. P. BUICK Touring, five-passenger, equipped, \$200.
1912 LOCOMOBILE six-cyl., 7-pass. Touring, \$700.
HUMPHOLE Runabout, nicely equipped, \$125.
1914 HUMPHOLE 5-passenger, \$500.
AMERICAN Underframe Touring, \$500, in good shape.
1914 PAIGE Touring car, very handsomely equipped, \$200.
1915-14-13 FORD touring cars, all fully equipped, \$225 to \$375.
STUDEBAKER Roadster, equipped, \$225.
1914 MERCER Touring car, well taken care of, nicely equipped.
AND 800 OTHER TOURING CARS, ROADSTERS AND DELIVERY WAGONS FROM \$150 UP

Gorson's Automobile Exchange 238-240 N. BROAD ST., PHILADELPHIA BRANCH, 206 N. BROAD ST. Agents Wanted. Open Sunday, 10 to 2. Send for Free Bargain Bulletin

LATEST DESIGN IN POLICE MOTORCYCLES



With two new Indian police motorcycles the Harrisburg police Department, will have on duty, commencing Tuesday, June 1, at noon, one mounted patrolman, each day and night. The new machines were delivered to the Police Department this week by the West End Electric Cycle Company, 236 Maclay street. This is the third sale this firm has made to the Police Department. Colonel Joseph P. Hutchison has great faith in the speed and durability of Indian motorcycles. The same type of machines is in use in New York City and Philadelphia police departments. Patrolmen Schelhaas and Fetrow will be the mounted officers who will ride over the city every hour.

Sees Assurance of a Big Year For Touring

"Automobile touring is going to attain a new high mark this year," says O. C. Friend, general sales manager for the Mitchell-Lewis Motor Company of Racine, Wisconsin, makers of the Mitchell-Lewis cars. "More wealthy persons and more persons of moderate means are going to take their vacations in motor cars than ever before since the power car came into existence. "There are two main reasons that will bring this about. In the first place, the war in Europe is going to keep in this country a large number of persons, who in normal times would have spent the vacation months abroad. The second, and still more potent reason, is that the coming of the modern popular priced car has enormously augmented the number of those who can afford automobile touring. "By this method of using the automobile for the greater part of the summer pleasure uses, many persons actually effect an economy with their cars. It becomes far less of a financial problem to maintain an automobile at an outlay of, say, \$10 a week if by its use the family saves \$20 that otherwise would have gone for pleasure. "In the popular-priced car of today the motorist can get a luxury and comfort undreamed of a few years ago. Take the Mitchell-Lewis Six for example. There is nothing this car will not do. Yet, despite its low cost, it is not a skimpy, cheapened production. Its wheel base is 26 inches. It is thus a big little car. It will carry six persons at any place, at any time, or under any conditions. The six cylinders assure absolute flexibility. "It has all the appearance and class of the best car built. A low rakish effect is gained by fitting the rear axle springs under the axle instead of above it. This results in lowering the body five inches. "The Light Six is a wonderful hill climber. There is nothing in the way of an ascent that presents any difficulties to it. A man can drive a Mitchell car all day and never shift his gears at all. This is something much appreciated, especially as most popular-priced machines are sold to men who do their own driving. "Our Light Four showed what it could do in touring last Fall when a stock model with shaved bonnet covered 7,518 miles in thirty days, an average of 250 miles daily for thirty consecutive days. "It is because of performances like this by cars possible to persons of moderate means that all the joys of motoring are going to be opened this year to a larger class than ever before."

Convicts to Be Used on Roads of Massachusetts

Massachusetts has just passed an act providing for the improvement and repair of highways by convict labor. The act provides that county commissioners may make arrangements with the Massachusetts Highway Commission, or with the officials of a city or town, to work prisoners on a highway or with a private owner to improve waste land by means of such prison labor. The National Committee on Prisons and Prison Labor, while approving most thoroughly of the road work, takes exception to the latter part of this act. There is ample work for all prisoners, both state and county, in state and county work, and under no circumstances should they be employed for the benefit of private individuals, not even though the work be under state control. This is only another form of the contract system which the committee has found unjustifiable from every standpoint. The Massachusetts statute contains the excellent provision, however, that the work shall be under the supervision of the state highway authorities, and the prisoners shall remain under control of the prison officials. This makes possible the proper organization of the work and promises success in the undertaking. The development of the road work should afford such opportunity to the prisoners to labor to good effect that the National Committee looks for an amendment to the statute at the next session and the abolition in Massachusetts of every form of contract convict labor.

Beauty of Landscape Around Chalmers Factory

Ida M. Tarbell, well-known authority on American labor conditions and special writer for the American Magazine, visited the Chalmers Motor Company the other day. She took an inspection tour of the factory under the direction of a Chalmers official. The primary reason for Miss Tarbell's visit was the accumulation of data preparatory to a series of articles on safety precautions in automobile plants. She pronounced the conditions existing throughout the Chalmers factory to be ideal. Commenting upon the findings of her tour, she said: "I was especially impressed by the exquisite landscape gardening which sets off the Chalmers plant. It is one of the most beautiful factory sites in the whole country. "Quite frequently in my travels I find a classic facade often conceals a gloomy and unhealthy interior. But I find that the Chalmers plant is light and airy throughout. Sunshine and ozone, you know, are two very necessary and at the same time two very rare complements of the modern factory. "I find that every safeguard is taken against accident. The machines which menace human safety are well muzzled. "At the termination of her visit at the factory Miss Tarbell was taken for a spin about Detroit in a Chalmers Master Six.

Guaranteed 5000 MILES Against Punctures and Blowouts

Your First Cost Your Last

Our Union Kantskid Tires combined with our famous Self Sealing Tubes carry the above guarantee.

Remember--- no further cost, we absolutely guarantee 5000 miles of service. That means we keep your tire in repair free of all charge for 5000 miles of service. Hundreds of satisfied users in this and other cities.

Union Sales Co., Inc Second and North Streets

Incidental to a transcontinental flight to the Hood river, Oregon country, James H. Collins, agricultural market expert and special writer for the Country Gentleman and Saturday Evening Post, stopped in Detroit for a visit to the Chalmers Motor Company.

Mr. Collins is investigating agricultural distribution of the automobile preparatory to a series of articles analyzing the applications of the motor car to the needs of the farmer.

"They say every big family has a black sheep. Well that's the way of the world. Even among Diamond Tires there's about one out of every hundred that isn't just what it ought to be."

-Mister Squeegie



We don't judge families by their black sheep.

We judge the black sheep by their families. And the better the family the blacker the sheep. So when a Diamond Tire gets into trouble we think more strongly about it because it comes from such a good family.

But isn't it a wonderful record—about one Diamond Tire in every hundred a black sheep—

Oh, not really deep-dyed black—let's say it's sort of a dark gray sheep actually.

The difficulty is that Diamond Tires can only be compared with Diamond Tires. There's no other standard of comparison.

Send for our book of letters from dealers who sold Diamond Tires in 1914.

It tells how more than 99 out of every 100 of the more than half million Diamond Tires sold last year gave maximum service at minimum mileage cost. It is yours for the asking.

Diamond Squeegie Tires are sold at these "FAIR-LISTED" PRICES:

Table with 4 columns: Size, Diamond Squeegie, Size, Diamond Squeegie. Rows include 30 x 3, 30 x 3 1/2, 32 x 3 1/2, 33 x 4.

PAY NO MORE

For Automobiles, Bicycles Put on For Cyclecars, Motorcycles

Diamond Squeegie Tires

PLANK-WERNER TIRE CO. Distributors For DIAMOND TIRES in Harrisburg Territory 4th and Chestnut Streets Open Evenings Bell Phone 3359

New York Telephone Co. Buys 220 New Indians

"Constituting the largest single commercial order ever placed, the recent purchase of 220 Indian motorcycles by the New York Telephone Company is a remarkable tribute to the efficiency of the gasoline cycle in telephone service," said H. Z. Ross, manager of the local Indian agency at the West End Electric and Cycle Company. "It is no secret that the motorcycle has recently established itself as an essential unit of the telephone companies' plant departments and the sales of machines to telephone companies have been steadily increasing. "Another very significant phase of this record-breaking contract is the returning prosperity it forecasts. Not only is it a desirable piece of business landed by the Henderson Manufacturing Company, solely on the merit of a superior product, but it indicates a loosening of the purse strings of great corporations for new equipment. "The constant high efficiency which the public demands of the telephone services forces the company to subject its motorcycle trouble squad to extremely hard usage. It is therefore locating and remedying service interruptions which occur unexpectedly over a large territory. "Having been a large user of motorcycles for several years, the New York Telephone Company has compiled very elaborate and accurate maintenance records, which show that its motorcycles are being operated at less than 1 cent per mile. It therefore was in a most excellent position to appraise values and its selection of the Indian exclusively constitutes another recommendation by big business."

THE ONLY PAVED BRIDGE THAT CROSSES THE SUSQUEHANNA

The Market street bridge is the only asphalt roadway crossing the Susquehanna river from the Chesapeake bay to the New York State line. Visiting motorists are surprised at this unusual feature, for paved bridges are rare indeed. It requires a strong structure in the first place to support such a roadway, and in this respect the construction of the Market street bridge is of such a character that it permits of this superior style of roadway. It is an added expense, but it makes this thoroughfare across the river doubly attractive to all—motorists as well as those who drive.—Advertisement.

WAR EFFECTS CHOICE OF COLOR

The war has hit the styles. Paul Poiret is in the trenches, and the military mode is in evidence even in women's wearables. The sales records of Detroit's largest motor car manufacturers show no falling off in sales but nevertheless the psychological effect of war is apparent. Here is the evidence: The Packard Company, which builds more motor carriages to meet its patrons' individual tastes, than any other concern, finds that the trend is away from the gay and varicolored effects. In analyzing the season's specifications for car finishes it has been found that there is a marked preference for battleship grays and army greens. Without being labeled as such, several cars have left the factory finished in what Germans term the feldgrau.

SIGNIFICANCE OF SQUEEGEE

The queer little character who has recently been appearing in advertising under the name of Mr. Squeegie, seated on top of a Diamond Squeegie Tread Tire with an umbrella over his head to protect him from the rain, has attracted a great deal of attention to express the idea of the word to wonder where such a name as Squeegie could have originated. Store owners have long been accustomed to clean their windows with the edge of a thin piece of rubber, inserted in a zinc holder, and in some manner or other this utensil became known as a Squeegie, although the word seemed to have no particular significance.

When Diamond Tires were made and it became necessary to provide a name for the tread the word Squeegie appeared to express the idea of the tire makers exactly. The tread consists of five bars of rubber which circumscribe the tread, the three in the center being continuous and the two on the outside broken at regular intervals, all bolted together by cross bars. The nonskid which this tread gives results from a squeegee-like working of these five bars. When the tread begins to skid the outside bar wipes away the mud and slime much as a Squeegie takes the water from a wet window, and permits the other bars to grip tight to the pavement. In fact the principle is exactly that of a "Squeegie" and the tread has been well named. Mr. Squeegie was originated to typify the Squeegie tread in advertising and to tell car owners about the virtues which his tread holds out for them, especially in wet weather. Whenever he speaks it is raining, for he always has his umbrella up whenever he is seen.

CADILLAC EIGHT WINS SPOKANE HILL CLIMB

Against a field that included leading representatives of every type of automobile motor now in use—four, six and eight cylinder—a Cadillac Eight on May 15 won the free-for-all event in the hill climb which is held annually at Spokane, Wash. The Cadillac's time for the course of 2,974 feet was 44 2-5 seconds. The second car was almost five seconds behind the Cadillac, with 49 2-5 seconds. Another eight-cylinder car came third, 49 3-5 seconds, or five seconds later than the Cadillac. Time for the other five contenders was 50 2-5 seconds, 51 2-5 seconds, 52 1-5 seconds, 54 3-5 seconds, 55 2-5 seconds. All the cars competing were stock cars. The maximum grade of the course is 17.5 per cent; the average, 8.5 per cent. Within the distance of the course, the rise is 158 feet. The cars took the climb with a running start of 100 yards.

Oldsmobile to Put Out New Models For 1916

In the course of the next week or two the Olds Motor Works will announce its new models for 1916. Details are being kept secret, as secrecy is an important part of the advertising and sales program the company has outlined for the new cars. "Not a word—yet," said C. V. McGuire, advertising manager. "You will hear enough before the month is over. Full details will be announced simultaneously in all parts of the country. If we gave out anything at the present time, it would, in a measure, tend to kill the effectiveness of our first announcements."

It is believed in local automobile circles that whatever the new Olds will be, it will be a lower price than the model 42, which was put out last April at \$1,350 and later reduced to \$1,285. Up to last year the Olds had been in the high priced field. This company was among the first of the high price car manufacturers to put out a model at a radical reduction and the experiment proved to be highly successful. The small car, materially increased Olds sales without cutting into the business of the model 55, at \$2,975.

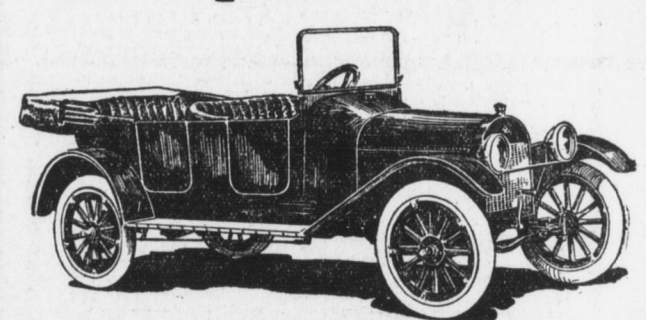


ENSMINGER MOTOR CO. THIRD AND CUMBERLAND STS. Distributors.



Ensminger Motor Co. Third & Cumberland Sts. DISTRIBUTORS

See the Sphinx \$695



THE NEW CAR IS HERE

A high grade, four-cylinder motor developing 28 horsepower. Apelo electric starter and lighting system. Covert transmission. Spicer universal joints. Weston-Mott rear axle. Hyatt roller bearings. Cantilever springs. Schwarz wheels. 112-inch wheel base. Riding comfort. Beautiful lines. Good finish. Give us the opportunity of demonstrating to you the real quality of the Sphinx car. \$695 f. o. b., York, complete ready for the road.

Paul D. Messner 1116 JAMES STREET

1916 EMPIRE \$975

Model 23 touring car is an advanced car throughout. Many new features. Size, power, quality and equipment, considered separately or collectively, give the Empire Model 23 rank above all cars of its class. 112-inch wheel base. 25 horsepower motor. Full-floating single bearing rear axle. Five-bow one-man top. Remy electric starting and lighting, fully guaranteed for one year. Extra large, rounded top honeycomb radiator. Combination searchlights with small dim lights. Dropped frame with low center of gravity. Streamline, flushside body of extra roominess. Demonstration on request. Deliveries without delay.

PENBROOK GARAGE Bell 989J; 2539W H. A. FISHBURN, Manager

PAIGE SIX-CYLINDER 7-PASSENGER \$1395

"The Standard of Value and Quality." Whether you consider the motor, the body design, the electric system, the spring suspension, the clutch, or any other of the vital parts of Paige cars, you will find unsurpassed quality for the price you pay. 4-36—five-passenger, \$1,075 Prices f. o. b. Detroit

RIVERSIDE AUTO CO. BELL PHONE 3731R REAR 1417 NORTH FRONT ST. GEORGE R. BENTLEY, Proprietor

Advertisement for HARRISBURG AUTO CO. featuring a profile of a man's face and the text: 'Again we wish to remind you to Keep the Reo in Mind when you want a car for pleasure or profit; one that will take you wherever you wish to go, or to deliver the goods with dependability, you'll make no mistake in choosing a Reo. HARRISBURG AUTO CO. Third and Hamilton'

Advertisement for GARGOYLE Mobiloils featuring a gargoyle logo and the text: 'GARGOYLE Mobiloils A grade for each type of motor You selected a car that suits you—now select an oil that suits your car. Along with other supplies let us supply you with lubrication. We carry Gargoyle Mobiloils "A," "B," "E" and "Arctic." The complete Chart of Recommendations issued by the Vacuum Oil Company tells the correct grade of Gargoyle Mobiloils for your car or motorcycle. Square Deal Auto Supply 1408 N. Third'

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