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Chalmers Six-48

Seven Passenger \$1925 Touring Car at

\$1550

A big luxurious, powerful car that hasn't been skimped a particle.

Ten thousand of them are giving complete satisfaction throughout the United States. \$1925 was the first price. For \$375 less we can deliver a car with all of the proven quality advantages plus the 1916 refinements.

Increased production at a smaller net profit per car—that is the reason for the reduction.

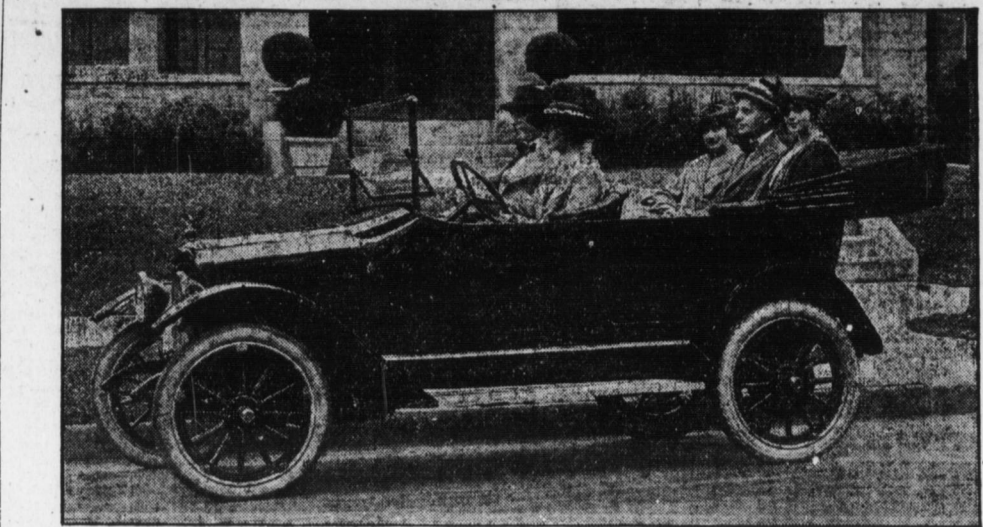
Shrewd buyers will at least see this car and take a ride in it before deciding on any car priced up to \$2000.

KEYSTONE MOTOR CAR CO. 1019-21-23-25 Market St., Harrisburg, Pa.

CHALMERS MOTOR COMPANY, DETROIT, U. S. A.

"Let Your Next Car be a Chalmers"

NEW MAXWELL MODEL HERE



CADILLAC NEW EIGHT-CYLINDER MODEL

No Radical Changes in Essentials; Body, Hood and Radiator Altered; Reasons For New Price

Following a year of marked success with the type 51, its first eight-cylinder car, the Cadillac Motor Car Company announces the second of the eight-cylinder series, known as type 53, without radical change in mechanical design or construction.

It has frequently been said that it is doubtful if any other concern in the industry could have scored such marked success on a new car which introduced such a radical departure from prevailing practice.

The eight-cylinder car met with instant and continued success. When the manufacturing year closed a few weeks ago 13,000 of the new type had been put into use.

Changes that have been made affect principally the accessibility of the engine and the appearance of the car. The engine remains, of course, the 90-degree eight-cylinder V-type that the Cadillac made familiar last year.

Splashes are fitted to the front of the radiator and along the inside of the front end of the frame.

Inside the body the driver finds the clutch and brake pedals set two inches farther forward, with the dash set forward a corresponding distance.

"We believe that in this new car the V-type engine is developed to a point of excellence which even the most conscientious effort to equal cannot reach in many a day.

"A year ago the Cadillac Company was blazing new paths of progress. It pioneered new principles and processes, pushing them to a point of certainty before its first V-type engine was marketed.

"Nothing can take the place of that hard and painstaking period of invention, selection, rejection, adjustment and adaptation.

"The first Cadillac eight furnishes the one certain source of V-type information based on extended experience.

"And the second Cadillac eight, with that experience to build upon, naturally and logically marks an advance over the initial achievement.

"We believe that the new eight-cylinder Cadillac embodies the most practical combination of all-round efficiency. No really desirable qualities are sacrificed in order that some less essential 'talking point' may be exploited.

"We believe that it possesses a maximum of the worth-while characteristics which the most exacting motorist wants in his car—power, speed, smoothness, flexibility, ease of operation, dependability and endurance.

"Concerning the increase in price of \$105 on the open body styles in the face of the general tendency toward lower prices on the part of most makers, General Manager W. C. Leland said:

"We simply could not continue to produce a car of Cadillac type and quality at the old price without doing so at a loss; and I don't think anyone expects us to do that.

"The general tendency of other makers toward reductions does not particularly interest us.

business knows that skilled mechanics cannot be had for less money to-day than a year ago. In fact, conditions are rather the reverse. And the best skilled workmen are the kind we use.

"The price of our eight was set too low in the beginning. As it was necessary to announce the price at the time the car was announced, and there had been no manufacturing experience with a car of this type, the cost of production could only be estimated.

Chalmers Personnel Is the Same as Heretofore

At the annual meeting of the Chalmers Motor Company, the following directors were elected: Hugh Chalmers, C. A. Pfeffer, Lee Owell, A. Woodruff, S. H. Humphrey, C. C. Hinkley, George Edwards.

This personnel, headed by Mr. Chalmers, as president and general manager, is the same as it has been for some months past and disposed of a vague rumor that has been heard in motor circles lately to the effect that a change of ownership might take effect at the Chalmers plant with the new fiscal year.

With respect to these rumors Mr. Chalmers said: "There is absolutely no truth whatever in the report that I am going to or have considered retiring from the Chalmers Motor Company."

"Why should I retire? I am in perfect health and strength. I am only 41 years of age and an ambitious man. What can an active business man do who retires? I presume I have enough of this world to want to retire on and live as well as I want to live the rest of my life.

"We have the biggest business of our kind right now. We are building 20,000 cars for this year, and we are as many as ever before. We have very greatly strengthened our organization, doubled our facilities, are building new factory structures and installing new machinery.

"In these circumstances, as you know, it would hardly be possible for me to quit if I wanted to—and I don't want to.

"So please tell all my friends that I am not going to retire, nor am I going to quit the Chalmers Company.

"We will leave it to the world what our new plans, plus our capital, experience and standing, will get us in this great battle of elimination in the motor business, which is now on."

Packard Twin Six Had a Strenuous Seven-Day Run

Ernest P. Lash's eyes were sparkling as he drove his "Twin Six" into the Philadelphia branch of the Packard Motor Car Company at the conclusion of a seven-day demonstration tour.

Behind him lay a bedraggled trail of stormy days and nights and heavy roads, a hard of demonstrations and performances covering 1,256 miles and 15 cities, in which he had shown the new Packard "Twin Six" he was driving to 448 prospects and thousands of interested spectators.

Lash's seven-day trip took him from Philadelphia to Wilmington, Trenton, Easton, Bethlehem, Allentown, Reading, Lancaster, York, Harrisburg, Williamsport, Sunbury, Shamokin, Danville, Wilkes-Barre and Scranton, over mountains and through a cloudburst.

He encountered the cloudburst while approaching Reading in the night. In the town itself streets and cellars were flooded, trolley and telegraph wires were down, hotel elevators were stalled; but the "Twin Six" bore him through it all without faltering, and when he examined the motor before leaving it for the night, he found not a drop of water had reached it and that the dozen cylinders were working as smoothly and efficiently as when he had started.

In reality an endurance test, such were the adverse road conditions met, Lash's long run adds new significance to the already remarkable performance of the "Twin Six" on road and track. It proves the enduring qualities of the "twelve" as the speed qualities were proven in the several trials which include J. G. Vincent's dash from Philadelphia in nine hours and 20 minutes within 27 minutes of the running time of the Broadway Express of the Pennsylvania Railroad and Ralph De Palma's feat in establishing a new stock car record on the Chicago Speedway July 10, when he drove a fully equipped Packard "Twin Six" 10 miles at a rate of 72.6 miles per hour.

Lash said the behavior of the car on hills was no less amazing. He attempted the Taylor Street hill in Scranton, a 21 per cent. grade, with nine passengers in the car. Starting at 10 miles an hour at the approach, the car surged forward and upward until, at the hill's crest, the pace reached was 30 miles an hour. Rockland and "Monkey" hills at Wilmington, Mt. Penn Hill at Reading, College Hill at Easton, Grand View Hill at Wilkes-Barre and Cemetery Hill at Williamsport all were taken on high gear with seven passengers in the car.

The car Lash drove is a similar one to that exhibited in the motor vehicle section of the Panama-Pacific International Exposition, where the Packard Company was awarded the only Grand Prize and the First Medal of Honor.

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Danger of Skidding and Ways to Avoid It

Many a motorist has had his car brought to a halt against a telephone pole or skidded into a ditch because he has not taken the necessary precaution before he ventured out on the road.

Speeding is dangerous, carelessness causes many accidents, but the most serious accidents occur because of skids on muddy roads or slippage pavements than for any other reason.

The fundamental principle which should be remembered is that the wheels should be kept straight. When the rear end of the car begins to slide, the front and rear wheels no longer track, and it is impossible for the tires to grip. The moment the driver feels the sickening slide begin he should twist the steering wheel quickly and bring the front and back wheels in alignment. The tires will get a grip on the road and, in most cases, skidding can be prevented.

Once a skid is started it is impossible for the best and most experienced driver to stop it. On roads which are muddy or on pavements which are slippery, the motorist should either have chains on or a very good anti-skid tire. In cities where the streets are continually sprinkled, the motorist should always have his rear wheels at least equipped with anti-skids.

Some anti-skid tires are much more effective than others in preventing skidding—that is, some grip the road much harder and more quickly than others in case of an emergency. For example, the Squeezee Bars on Diamond Tires are among those especially effective—the outside bar wipes away the mud as the side movement begins and permits the other bars to grip a hard, smooth surface and hold.

There are times when chains should be used, but under ordinary circumstances anti-skid tires are a sufficient protection.

In no case, however, should a motorist drive with others in his car unless he is prepared for every emergency.



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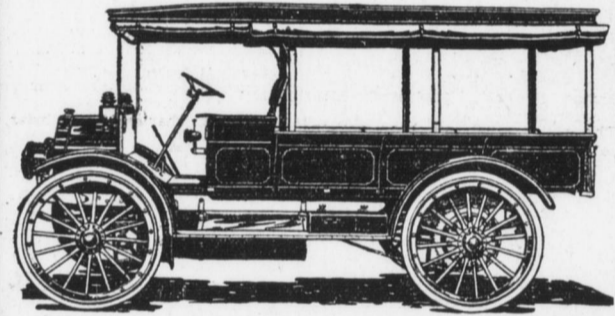
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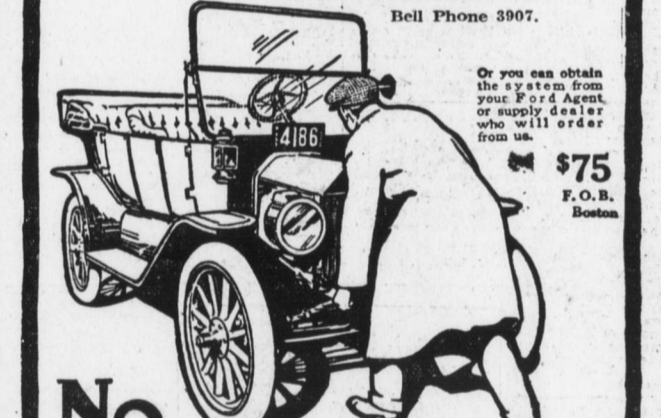
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