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FRONT-MARKET

MOTOR SUPPLY COMPANY

PREDICTS RISE IN AUTO PRICES

Hugh Chalmers Says Increased Cost of Materials Due to War

An increase of \$100 in the price of the Chalmers Six-40 touring car, from \$1,350 to \$1,450, effective March 1, was the sensational announcement made during the recent Chicago automobile show by executives of the Chalmers Motor Company. Coming on the heels of sharp advances in the cost of all raw materials, the Chalmers announcement is expected to be the forerunner of similar policies throughout the entire industry.

"Raw materials have advanced in price to new high levels in the past few months, and the end is not yet in sight," said Hugh Chalmers. "We have found it impossible to manufacture a car conforming to our standards of quality at anywhere near the former production costs. Rather than sacrifice quality or cheapen our product in any way, we have decided to advance the car's price."

"I predict a general upward revision of motorcar prices all along the line before many months. There is no other way out for the automobile manufacturer."

"The European war has been responsible, in a great degree, for the big increase in the costs of raw materials. The tremendous demand for steel, copper, tin, lead, aluminum, sheet metals, and other materials for use in the manufacture of war munitions has made prices high and deliveries uncertain."

"Vanadium steel, which sold at \$1.85 a pound only a year ago, has jumped to \$3.50 a pound. Aluminum has nearly tripled in price, going from 19 cents a pound to 53 cents a pound. Other sensational increases are: Steel bars, from \$1.10 a hundred to \$2 a hundred; high speed steel, from \$1.05 a pound to \$3.85; leather from 29 cents a foot to 33 cents a foot; copper, from 14 cents a pound to 24 cents a pound."

"Added to the many troubles of the motorcar maker is the difficulty in securing machine tools and automatic machinery of the latest type. Factories turning out shrapnel and other munitions of war have practically halted the output of the machinery makers."

"Steel mills are making no promise of delivery within the six months period, and parts manufacturers are accordingly held up in their production. Almost every concern in the metal industry is turning down orders, having accumulated a quantity sufficient to keep them at top speed for months to come."

"The situation can result in only one thing—higher prices on cars within the next sixty days. If we find that materials continue to climb after the \$100 increase in price on our car has taken effect, we will undoubtedly be compelled to again raise the price. We have, as yet, made no change in the price of the Chalmers Six-30 model, now selling at \$1,050, because this car is being built from materials purchased last Spring."

Hupmobile Shipments Show 65 Per Cent. Gain

With the successful 1916 New York and Chicago shows over, officials of the various automobile companies have returned to their factories to hasten production of cars in order to meet the demand. Both the New York and Chicago shows broke all records for attendance and sales, to say nothing of prospects, so that 1916 promises to be the most successful year in the history of the industry. This is the first year that there has not been a general policy of storing cars by the manufacturers and dealers for the Spring rush, but with the all year touring types and the self-starter, which has allowed for general winter use of motorcars, the winter sales have been so great that the factories have been unable to keep up with the demand.

After his return from the Chicago show last week, Commercial Manager Lee Anderson, of the Hupp Motor Corporation, made a canvass of the Hupmobile situation since the start of the company's fiscal year from July 1 last. "During the seven months from July 1 to January 31 the Hupp Corporation has shown an increase of 65% over the preceding year," said Anderson. "For January alone the 1916 shipments were 62% greater than January 1915. These figures are for shipments and not production, and would have been much greater had the shortage in freight cars not occurred. During some days of January it was impossible to get more than four or five freight cars, suitable for automobile shipments, in the entire city of Detroit."

"Realizing the freight car situation, dealers at the Chicago show from all over the Central and West flooded the Hupmobile representatives with orders for February and March so that on February 1st the Hupp Corporation had an increase of 208% over last year. For January alone over last year."

"As a matter of fact we have shipped more Model 'N' Hupmobiles in seven months than we did in twelve months. This, I think, shows the healthy condition of the industry, as our orders for the future are even greater than those of the past. This condition is not alone with us, as I have reports from other high-grade concerns which show the same conditions."

Saxon Business Breaks All Previous Records

Indicative of the remarkable prosperity of the automobile business is the January record of orders just announced by the Saxon Motor Car Company. In the month just closed this company received orders for 6793 cars for immediate shipment.

This breaks all previous Saxon records, the total number of orders received in January being more than double that of the best previous month—last May, when 3318 were received. The showing is considered all the more remarkable when it is remembered that January is a winter month—ordinarily a dull period—while the best greater than the heart of the Spring selling season.

The Chicago Automobile Show brought in a total of 490 orders, and the New York Show 2000. These orders were placed at the shows by dealers from all sections of the big metropolitan exhibits in greater numbers than ever before.

A striking feature of the record-breaking January business was the number of trainload orders received. A few years ago the ordering of a first trainload was considered a big event, but nowadays in factories of large production, like the Saxon and Saxon Company, is authority for the now on hand for Los Angeles, San Francisco, Spokane, Dallas, Muskogee, trainloads for New England, better than orders for Detroit, Syracuse, Minneapolis and other points.

The Saxon shipments for the month of January were more than double those of the same month a year ago. In fact, the increase amounted to 120 per cent. over the business of January, 1915.

L. H. Hagerling, local representative, says the local demand is in accord with that of other sections and predicts a prosperous year for Saxons in this territory.

Utility of Motorcar Accounts For Expansion

"The percentage of car owners who drive for pleasure only is growing smaller every year," says George C. Hubbs, assistant general sales manager of Dodge Brothers, Detroit.

"Motorcars to-day are an economic necessity and this is true particularly of the cars in our class. Even the wealthy man, who has one or more big cars for pleasure touring, is turning to the smaller car with its light upkeep for business purposes."

"We had a striking example of this immediately after the last time Galveston was swept by the sea. Naturally we looked for a slump in business in that section, and predicts that instead our representative there made demands for more cars and specified roadsters. When we inquired we ascertained that the big men of the community, who were throwing themselves heart and soul into repairing the damages done by the waters, were buying Dodge Brothers Roadsters so they could get around the city more quickly."

"It is the fact that more and more people are buying cars from the utilitarian principle that the business is growing despite the general business slackening in some sections of the country. Cars are no longer luxuries but necessities, and there is always a demand for necessities."

ATTENDED EXECUTIVE MEETING
 New Cumberland, Pa., Feb. 5.—Mrs. W. A. Cookery and J. A. Witmyer, attended the executive meeting of the Lower District Sunday School Association at West Fairview last evening.

MOTOR CAR OF TODAY A WONDER

E. W. Shank Reviews Lesson From Maxwell Stock Car Fete on Pacific Coast

The motorcar of to-day—the light, economical four-cylinder motorcar such as four out of five buyers select—is practically twice as good and costs about half as much as the car which, three years ago, was a reasonably satisfactory article.

This is a statement easily susceptible of proof. Nor need we go further than these three short, lively years to get all the proof we need.

Three years ago the contest board of the American Automobile Association sanctioned what proved to be the most remarkable achievement on its records up to that time. It was an officially observed run in which a car covered, without a motor stop, a total of 12,404.9 miles.

Motorcars have advanced. So stupendous was the achievement that, for three years, this car remained the endurance champion—remained so in spite of the fact that its parent factory had, in the meantime, passed out of existence.

But the champion of 1912 has been dethroned. A 1916 Maxwell touring car now wears the crown—wears it with a total nonstop mileage of 22,022.9, nearly twice as great as that of the old champion. Again motorists stand amazed at the most recent feat of automobile endurance.

How great an advancement is the car of the present over the car of three years ago is easiest appreciated by a comparison of the details of their record feats.

The old champion weighed 2,500 pounds, traveled 12,404.9 miles, averaged 400 miles each day, covered 13 miles to the gallon of gasoline and could be duplicated in the open market for \$1,500. Its run was ended by the motor's failure to perform further without repairs.

The new champion weighed 1,950 pounds, ran 22,022.9 miles, averaged 500 miles a day, covered 22 miles to the gallon and cost \$655. It was purposely stopped in perfect running order and in the final 24 hours covered its greatest daily distance—more than 550 miles.

The feats of both cars are beyond question. Both were rigidly examined and passed as stock. Both made their records under the most careful scrutiny by A. A. A. technical experts. Both were fully equipped cars and the motors which held the title were both of four cylinders, avoiding complication and retaining a characteristic universal among cars that set world records.

There is a definite reason for the superiority of the modern type. It is a reason based not on design but on manufacture. During these three years there has been a revolution in engineering but manufacturing science has made some wonderful strides.

Cars are built in quantities far greater than three years ago. Makes are fewer but the great enterprises manufacturing cars of this type are yearly waxing more powerful and more proficient. Their output has correspondingly increased in all the good qualities which owners covet.

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Pictures of Overland at Local Theater

American manufacturing methods have probably reached their highest development of efficiency in the huge factories where automobiles are made.

For this reason, the views of the immense plant of the Willys-Overland Company, Toledo, Ohio, said to be the largest automobile factory in the world, shown in connection with Lyman H. Howe's travelogue, at the Orpheum Theater on February 11-12 form a most interesting feature of the program.

These pictures follow the making of an automobile from the time the raw material enters the forges as bar steel, to be formed into crankshafts and piston rods by immense drop hammers, till the time the finished car leaves the factory under its own power for the final test.

The time and labor saving machinery employed, and the marvelous efficiency achieved in the handling and routing of material is clearly shown in these pictures, possibly the most perfect pictures of an industrial subject ever made.

The pictures show the various car parts in process of manufacture, and the employment of some of the most modern factory machinery in use, ending in the department where the final assembly is made on traveling chain belts.

This picture, starting with the bare skeleton of a car frame, that grows as it moves into a finished automobile, is probably the best exposition of modern factory efficiency that it would be possible to secure.

FRANKLIN

Enslinger Motor Co.
 Third & Cumberland Sts.
 DISTRIBUTORS

1916 CHANDLER CARS

Greatest Buy Ever Made
 Regular Price, \$1295
 Our Price, \$895

F. O. B. PHILADELPHIA

Only a Limited Number to Sell
 LIGHT SIX TOURING; GRACEFUL STREAMLINE BODY

with disappearing seats; 12-inch hand-buffed leather upholstery; 35 horsepower; left-side drive, with center control; 34x4 tires; Gray & Davis lighting and starting equipment; one-man top.

Every one knows the high qualities of the CHANDLER—the car that thousands of owners all over the country are driving with supreme satisfaction

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The life of a Storage Battery depends upon it being supplied with pure water and electricity in such quantities as to maintain the proper Specific Gravity of the Electrolyte. Our Free Inspection Card, which is reproduced below, may be had for the asking and is good for any make of battery.

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Issued to Date..... 1916

INSPECTION RECORD

Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.

We are local Distributors for the "Exide" Battery.

BATTERY "Exide" SERVICE

EXCELSIOR AUTO CO.

Eleventh & Mulberry Sts. Harrisburg, Pa.
 HARRY L. MYERS, Manager

The Largest. The Finest. The Most Modern Garage in City

Shaffer's Garage

Fireproof, well heated and lighted. Main floor, 21,000 feet. Two drive-ways. Modern in every respect. A safe and convenient place to keep your car. Rates reasonable. Phone Bell 2767.

Drive your car in here occasionally for a good wash and polish. Prices reasonable.

46-78 S. CAMERON STREET R. D. LATOUR, Manager

Buick Sixes Exclusively

\$950 to \$1485, and Buick Trucks with Delco starter, \$1225.

Chevrolet, \$580 to \$780. Federal trucks, \$1800 to \$2800.

ALL PRICES F. O. B. FACTORY

HOTTENSTEIN & ZECH CITY GARAGE

Rear Union Trust Bldg.

The AUTOCAR TRUCK

has the Capacity, Power, Simplicity of Control Accessibility and Ruggedness of Parts—Gives Efficient Service under all conditions, even when subjected to overloading or other similar abuses.

IT PAYS TO INVEST IN

THE AUTOCAR

For Business Expansion

Andrew Redmond, Distributor Third and Boyd Sts.

Paige Manager Comments on the Chicago Show

From a business standpoint, the Chicago automobile show was the best and most productive in the sixteen years' history of motorcar exhibitions. While the New York and Detroit shows were far in advance of anything heretofore experienced in these cities, reflecting, as they did, the general high pressure of prosperity the industry is now enjoying it remained for Chicago to do more in the way of actual business. Commenting on this fact, Henry Krohn, sales manager of the Paige-Detroit Motor Car Company, says:

"Our Chicago experience was a revelation to us, in spite of great ex-

pectancies due to previous success at the earlier shows. The business transacted was far in excess of any other Chicago record and was greater than that in New York.

"There were good practical reasons for Chicago's triumph. The so-called sensations had been sprung; the fads and fancies had had their little hour; the public was more or less familiar with the program. They were therefore in a mood to examine, to consider and to buy real motorcars of known worth and value and showed only a passing interest in the 'sensations.'

"Cars like the Paige—cars that had demonstrated what they could do in actual use and were offered as plain dollar for dollar propositions built along proved lines—drew the crowd and captured the orders. The Paige booth was crowded at all times by people who knew something about motorcars and past performances."

"There was less of the glitter, and hurry-burly of a sensational entertainment and a great deal more of the atmosphere of a great commercial exchange. People were really there to buy real cars and that is why Chicago has proved the biggest success thus far."

But the really big feature of the show and one that indicates clearer than anything else could, the prosperous condition of the country in general and of the Middle West in particular, was the record breaking sale of Paige Sixes. Orders actually placed with definite dates of delivery specified, amounting to very nearly a half million dollars. Compared to business done at the previous shows in any part of the country, this breaks all former records.

PAIGE

Exclusively Sixes For 1916.

Five-passenger 6-38 selling for \$1050. Seven-passenger 6-46 selling for \$1295. Cabriolet \$1600. Coupe \$1700. Sedan \$1900. Town Car \$2250. Limousine—yes, but let us tell you about the finishing touches yet to be put on. See the 6-46 at 109 Market street.

Riverside Auto Co.
 REAR 1417 N. FRONT STREET
 George R. Bentley, Dealer.

Overland

Both Phones

Distributed In Central Pennsylvania BY THE Overland-Harrisburg Co.

212 North Second Street

Willys KNIGHT

Sleeve-Valve Motor

It's Here **12** It's Here

The Twelve-Cylinder

National

Has Arrived

Phone us for appointment. Bell 363-R. See it in our showrooms, Grace and Market. Near Pennsy depot

Care of the Batteries During Winter Months

The following information concerning the winter care of automobile starting and lighting batteries has been volunteered by Harry L. Myers of the Excelsior Auto Company, who are the local distributors for Exide batteries.

"The winter care of storage batteries," says Mr. Myers, "has additional dangers to that of freezing."

"First the plates must be kept covered with the electrolyte or rapid deterioration results, this is done by the use of pure water as only the water evaporates. As the evaporation is very little when the battery is not in use refilling once a month usually cares for this. If one cell requires more water than another, it is an indication of a leaky jar which should be replaced.

"Second, the internal chemical action of the battery slowly uses up the electricity, the plates then absorb the acid portion of the electrolyte which lowers the specific gravity, and when the battery is entirely exhausted and discharged as the liquid is then mostly water, it is subject to freezing; but sulphation is an additional danger as the plates will then become encrusted which will in time, render them useless."

"The remedy for the above-mentioned ills, is to run the motor and recharge the battery when filling with water, using a hydrometer to test the state of charge which should not be allowed to stand under 1.200 gravity. The better plan would be to remove it from the car and have it cared for by a battery service station."

"A battery should also be overhauled once a year and new separators installed to get the full life and efficiency from it."

"This work should be done by battery experts who have special apparatus to do it competently."

Hupmobile

Enslinger Motor Co.
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Bartch. By Jimmie Swinnerton.

