



The best reason in the world for buying a Cadillac is what everyone thinks, and says, and KNOWS about the Cadillac

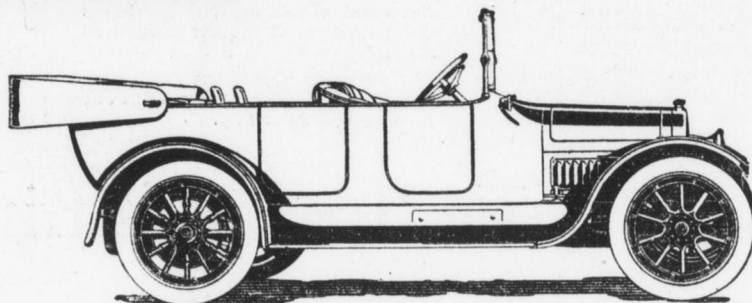


THE HOME OF THE CADILLAC

STYLES AND PRICES

Five-passenger Salon and Roadster	\$2080
Three-passenger Victoria	\$2400
Four-passenger Coupe	\$2800
Five-passenger Brougham	\$2950
Seven-passenger Limousine	\$3450
Berlin	\$3600

Prices include standard equipment F. O. B. Detroit



SEVEN-PASSENGER TOURING CAR

SERVICE, AN ASSET

Service as rendered by an establishment such as shown above makes your car far more valuable. Not only to yourself, but when you come to dispose of it.

CRISPEN MOTOR CAR CO. 413-417 S. Cameron St. Harrisburg, Pa.

DODGE BROTHERS AMONG FIRST SIX

Plant Now Covers 60 Acres; \$35,000,000 Worth Delivered Within a Year

New buildings under construction at the plant of Dodge Brothers, Detroit, will bring the total amount of floor space to approximately 60 1/2 acres.

The buildings are of steel, concrete and brick, and constructed along latest engineering plans with ample light and ventilation.

Few people have realized the immensity of the institution of Dodge Brothers. Although the first Dodge Brothers car was turned out only last December, and actual deliveries to owners started in January, the concern now ranks among the first six in automobile production.

More than thirty-five million dollars worth of cars have already been delivered and a large production is scheduled for next year.

Some idea of the magnitude of the business can be gained from the following figures:

An average of 19 carloads of material and supplies are received daily. More than 400 tons of coal are required in generating the steam used in the plant and 15,000 gallons of fuel oil are used in the heat treating and drop forge departments.

About 225,000 pounds of steel are fabricated into parts each day and the foundries handle 35 tons of pig iron, 30,000 pounds of brass and 1,000 pounds of aluminum.

A striking feature of this immense enterprise is that the business is owned entirely by John F. and Horace E. Dodge. This is very impressive when it is known that only 14 years ago Dodge Brothers opened their first machine shop in Detroit in which they employed 11 men and both worked at machine and bench themselves.

They early established a reputation for quality work, in the making of automobile parts and built up a wonderful business in this line. But in 1914 they brought all their contracts for parts to a termination and turned their great facilities to the making of Dodge Brothers automobiles.

C. H. Barnor, of the Keystone Motor Car Company has had excellent success with this model since assuming the agency when it first was placed on the market.

MORE ELECTRICS NOW IN EVIDENCE

C. B. Hoffer Who Represents the Detroit Electric, Tells of Increasing Popularity

The past few years in the automobile industry has brought to light no more interesting development than the marked trend of the motor buying public toward the enclosed car for all-year driving.

This change augurs favorably for the growth of the electric car industry since the modern electric car is the best type of an enclosed automobile.

According to C. B. Hoffer, factory representative for the Anderson Electric Car Company, builders of Detroit Electrics, the electric car industry has already been greatly influenced.

He says in effect, "never before in the history of our company has the sales outlook been so bright. During the nine years the Anderson Electric Car Company has been in the business it has been a leader in its field. Yet I am frank to say that the prospects for a big year have never been so promising as those we now face."

"Last year the sales of Detroit Electrics far outstripped those of any other enclosed automobile—in either the electric or gasoline field. "This coming season we will more than double last year's production. Over a year ago we sensed the situation and began at once to prepare for a rush of orders when our Fall selling season opened up.

"Our floor space was greatly enlarged; an entire new building was added to our plant; the working force at both the Detroit and Cleveland plants was increased materially; great quantities of materials were contracted for; and a number of the latest type automobile machines were secured.

"Even with these precautions taken our production sheets show that we are working at maximum capacity to keep even with the shipping orders that are being received daily.

"It is evident to the experienced observer that the public wants enclosed electric automobiles now more than ever before—and it insists on having them. On every hand you hear instances of men who have driven a number of different types and who now admit that they would not think of giving up the enclosed car for all-year driving.

"Many of these men have chosen the Detroit Electric as being the best enclosed car on the market.

"In the first place, it is so perfectly ventilated that you enjoy touring car coolness in summer and limousine luxury in winter.

"And the 1916 Detroit Electrics have plenty of mileage, power and speed. As an actual matter of fact they are as efficient as any automobile for 88 per cent. of all motoring trips."

Mr. Hoffer has had exceptional success in placing orders for the Detroit Electric although he has been here less than a year. Other makes of electrics have tried in recent years, but the increasing number of Detroit in Harrisburg attests the popularity of the car and the energy of the representative.

CHANDLER MAKES ANNOUNCEMENT

Andrew Redmond, Local Distributor, Tells of Additional Features in New Models

Andrew Redmond, local distributor for the Chandler announces two new models, both of which are being exhibited at the Auto Show this week.

These are a seven-passenger touring car and a four-passenger roadster, succeeding the seven-passenger touring and two-passenger roadster of the past season. The two bodies are mounted on the same chassis, the Chandler Company holding fast to its policy of building one type of chassis.

The selling price of each model is \$1,295 and Mr. Redmond explains that with the price of all motor war materials so much advanced over last year, he is proud that the company is able to sell the Chandler car at so low a price.

There are no radical mechanical changes as compared to the Chandler product of last year. The same motor which the Chandler company has reason to look upon as a primary reason for the marked headway it has made in the industry, is retained. The wheelbase has been lengthened from 122 inches to 123 inches.

Features of design and construction include, aside from the exclusive Chandler motor, the following:

Aluminum crank case, silent full-floating worm-bevel rear axle, long semi-elliptic springs front and rear, Bosch magneto, Gray & Davis separate unit electric starting and lighting system, chain drive for motor shafts, annular ball bearings, Stewart vacuum gasoline feed, nonskid tires in rear.

The new Chandler bodies are very attractive. The touring car is roomy even when occupied by seven adults. The cushions are deep and soft and tilted toward the rear to enhance the passenger's comfort. The upholstery is of long grain leather of very fine quality. The body is especially distinguished by its handsome walnut-paneled tonneau cowl, and the finish is Chandler blue, with fenders, wheels and motor hood in black.

The roadster will be popular with small families. The front seats are divided by an aisle and the cozy rear seat offers ample room for two passengers. In upholstery and finish the roadster is the same as the touring car.

The Chandler company has already entered into big production on these models and plans for an output of 20,000 cars this year. The factory capacity was more than doubled by the erection of the new building during the Fall months. The recapitalization of the Chandler business on a \$10,000,000 basis, with \$7,000,000 of that amount issued, puts the company in an enviable position in the industry.

With such an organization and such a car behind him, Mr. Redmond waxed extremely warm in his praises of the 1916 Chandler, when interviewed by a representative of the Telegraph recently.

"Everyone," said Mr. Redmond, "knows the Chandler pretty well now from the mechanical standpoint.

Everyone knows how Chandler pioneered the Light Six field—long in advance of any other six at a price less than \$2,000. Everyone knows how the Chandler made good right from the beginning. Why, say," he continued, "you should see how my

prospects enthuse when they see the new big seven-passenger, with the new body and walnut-paneled tonneau cowl, the extreme grace of the new steam line, the deep pillowy hair cushions, upholstered in the new long-grained, semiglazed leather, and all

the other niceties of finish and completeness. "Not much wonder the factory expects to reach a total output of 20,000 cars during 1916," he said. If all Chandler dealers are as enthusiastic as Mr. Redmond, they'll do it, too.

THE CAR OF NO REGRETS

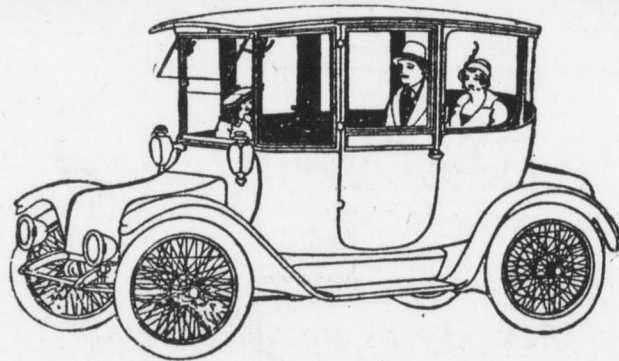


Eight Cylinder

THIS pioneer popular-priced Eight, after the most successful year in the King Company's history, is offered for 1916 in several new models. A 60 horsepower 7-passenger touring car at \$1350 and a 40-45 horsepower 5-passenger touring model for \$1150. Visitors to the Automobile Show should investigate the King exhibit as the new engine includes the very latest advances in motor car engineering.

KING CAR SALES Co. 80-88 S. CAMERON STREET

Detroit Electric World's Leading Enclosed Car



Put this on your pad!

"Be Sure to See Detroit Electric Exhibit at the Motor Show"

Just as an added precaution make a memo to spend a portion of your time at the Motor Show in examining the 1916 Detroit Electric models.

At the New York Show they won widespread comment. In noteworthy feature and minor detail—in big things and little—these 1916 models are the finest electric-powered automobiles that have ever been built.

Nearly one-half of all present day purchasers of electric cars now buy Detroit Electrics.

This fact should win a moment of your consideration. For if the verdict

of buyers shows which car excels, then the Detroit Electric must be given top place in the electric car field.

Lawyers and legislators, financiers and physicians, bankers and brokers, merchants and manufacturers, artists and authors, and leaders in the social world—of differing opinions on most subjects, are agreed on one—the Detroit Electric.

Every feature attests its record excellence. Every detail proves its high quality. To those to whom beauty and luxury appeal there is irresistible attractiveness in its lines, its finish, its equipment.

And the price of the 1916 models—new prices for quality electric cars—have caused buyers to question higher-priced cars. For they see in these models what can be saved to them through modern methods, through efficient engineering, through Detroit Electric greater output. We urge you to see these new Detroit Electrics at the Show.

Detroit Electric Service Station

C. B. HOFFER, Factory Representative.

Linden and Shrub Sts. Phone: 315R.