

GASOLINE PRICES NOT IMPORTANT

Temporary Increase in Cost More Than Offset by Lower Price on Cars and Tires

"I can't see the reason for all this excitement about the price of gasoline," says Horace T. Thomas, chief engineer of the Reo Motorcar Company...

Empire Model Stays at About Same Price

Nearly eight years ago the first Empire car was built. It was a two-passenger roadster that sold for \$950.00 and achieved remarkable popularity...

Women Benefited by the Good Roads Movement

"Who has said a word about what good roads are going to do for women?" asks C. E. Hohn, of the Miller Auto Company...

Jackson to Increase Production on Fours

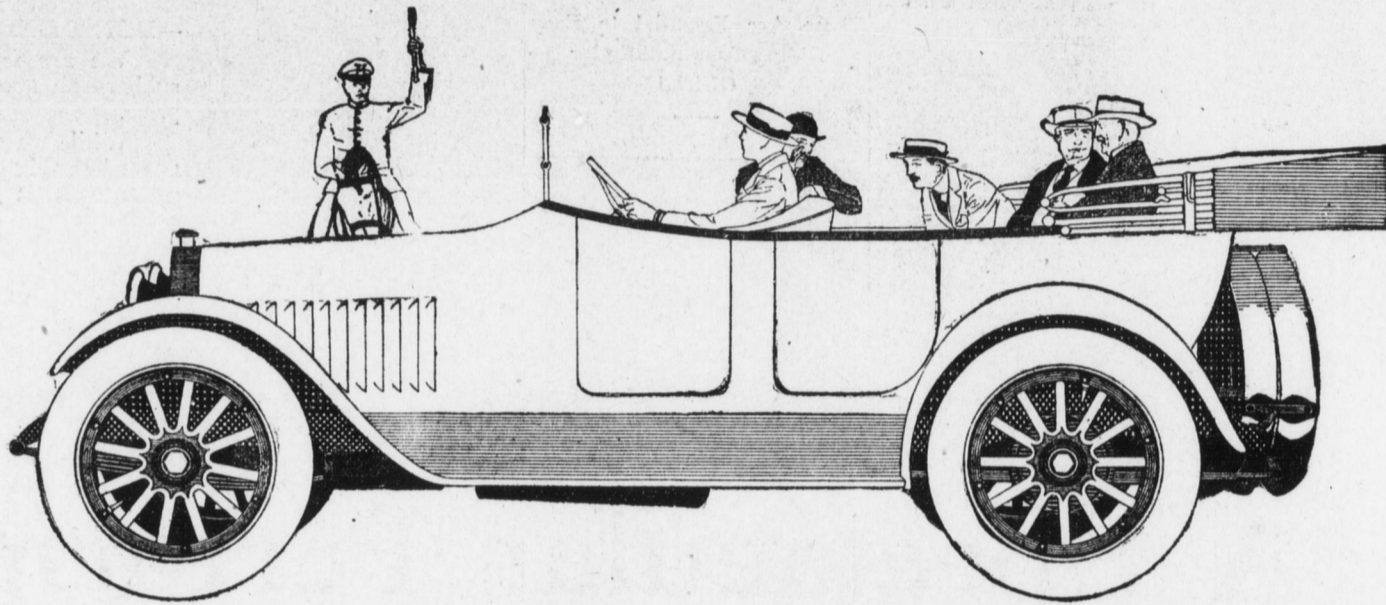
The splendid reception given its lightweight high duty four-cylinder motor model "34" has caused the Jackson Automobile Company to double up the production of this model to meet current demand.

25,000 Cadillac Eights Shipped in 17 Months

The shipment of a seven-passenger, eight-cylinder Cadillac to the Boston distributor from the Detroit plant on March 16, marked the delivery of the 25,000th Cadillac Eight since production of this type began.

Motorcycles Play Big Part in Military Maneuvers

The Indian motorcycles which were engaged in dispatch service at the businessmen's military instruction camp at Plattsburg, N. Y., last Fall astonished many of those attending...



The Gala Going of the 3400 r. p. m. Chalmers Will Enchant You

The peppery pick-up of this energetic car has put color and tang into popular-priced motoring that was never there before.

There's delight in every revolution of her engine—and there are 3400 revolutions per minute every time the crankshaft attains its maximum speed...

Her glad, gala going springs from the terrific speed of an engine that was built, however, for much more than mere car speed.

Great force unites with obedience. There are sparkle and response in this 3400 r. p. m. Chalmers that you'll look for in vain in most cars with high-speed engines.

By checking the awful kick of her motor down to a point that corresponds to 60-mile-an-hour speed, her engineers were able to give you instantaneous pick-up and 18 miles of fervent flight for every gallon of gas.

You save \$150 to \$200 per year in gasoline bills and add many miles to the life of your tires by driving the 3400 r. p. m. Chalmers.

Her riding comfort matches her economy of performance—and both spring from the same causes. This is why: her heavy, hardened crankshaft is

balanced to the weight of a hair; a perfect balance of power is required and delivered by each of her six cylinders; and finally all useless weight, pressure, and friction have been removed from all reciprocating parts and bearing surfaces.

There is undreamed-of riding comfort in the even, pleasant stream of might that flows at any and every speed to her rear wheels.

One rejuvenating jaunt with your foot on the accelerator of this ruly, spirited creature, and you'll know why she has cast her spell over 740 American cities.

Until you know how it feels to release the delicious rush of power from a 3400 r. p. m. engine, you'll never know the delight of real motoring.

The performance of this engine gave me the surprise of my life—and I expected a lot from her.

She's off like a hare after every crossing stop with never a sign of effort or hint of fret. She slips from speed to speed like a dream-car. She hits the hardest grade with the lightest heart. I know, because I've put her to every conceivable test.

And what she'll do for me, she'll do for you.

Touring Car or Roadster, \$1050 Detroit.

Colors: Meteor blue, or Oriford maroon with gold stripe.

Ideal Automobile Co. Lebanon, Pa. York Garage & Service Co., York, Pa. Snyder & Wingert Chambersburg, Pa. C. T. Romberger, Elizabethtown, Pa. A. D. Shatzer, Greencastle, Pa. New Eberhart Garage, Geo. F. Eberhart, Prop., Gettysburg, Pa. M. E. Schlegel, Thompsettown, Pa.

Signature of C. H. Barner

1019-1025 Market St.

Kupmobile logo and ENSMINGER MOTOR CO. Third & CUMBERLAND STS. Distributors.

FRANKLIN logo

Ensminger Motor Co. Third & Cumberland Sts. DISTRIBUTORS

United States Signal Corps installed through the woods carrying messages and telegrams from one part of the field to another during sham battles...

Scripps-Booth Roadster. Cost \$800; electric lights and starter; Houk wire wheels with extra wheel and tire. German silver radiator shell; electric door latch. A thoroughly up-to-the-minute car, almost new. A bargain.

The Overland Harrisburg Co. 212 North Second Street

RECIPROCAL AUTOMOBILE INSURANCE. OTHERS HAVE SAVED 35%. WHY NOT YOU? Pennsylvania Indemnity Exchange, Philadelphia. Ask For Literature A. L. HALL, Agt., Patriot Bldg.

Overland advertisement for Willis-Knight Sleeve-Valve Motor. Includes 'ROUND' FIREPROOF GARAGE with 10x14 feet, painted, f. o. b. factory \$71.00.

AUTO STORAGE. First class, fireproof garage, open day and night. Rates reasonable. Auto Trans. Garage. 17-29 N. Cameron St.