

JESS WILLARD IN CHALMERS SIX-30



Within a few minutes after concluding his fistie argument with Frank Moran Saturday evening, Jess Willard and his manager, Tom Jones, stepped into a Chalmers Six and were whisked away to their hotel at 3,400 r. p. m. During his stay in New York Willard had constant need for a car, but experienced some trouble in securing a machine with sufficient space behind the steering wheel to accommodate his huge frame. Manager Geo. Stowe of the New York Chalmers Branch came to his aid with the offer of a new Six, and the car has been at his disposal for several weeks past. Willard is an expert driver, having owned several well-known American cars. He is planning a cross-country tour for the coming summer and intends to make the trip in his own Chalmers Six-30.

**IT'S HIGHT TIME**  
You Bought that Used Car at  
**GORSON'S**

Prices are lowest now—every clear day will start them soaring upward.

1916 SCRIPPS-BOOTH; used very little; at a big reduction.  
1916 PILLMAN touring car; practically brand new; extra equipment.  
1916 HUP roadster; run 2000 miles; at a snap.  
1916 CHALMERS touring car; light Six; 2 extra tires.  
1916 KING touring car; 4 cyl.; slightly used as demonstrator; bargain.  
1916 IMPERIAL roadster; very attractive and powerful car; great value.  
1916 Maxwell touring car; owner will sacrifice.  
1915 COLP touring car; 7 passenger; slip covers; \$550.  
1915 MITCHELL touring car; 7 passenger; thoroughly overhauled; \$450.  
1915 FARGO touring car; used very little; extra equipments.  
1915 "6-37" BUICK touring; A 1 condition; big bargain.  
1915 "5-24" BUICK roadster; run 2000 miles; big bargain.  
1915 CHANDLER touring; all equipments; just like new.  
1914 STUTZ roadster; very classy.

MERCER speedster; good tires; \$550.  
1915 STEARNS touring car; All mechanical condition; low price.  
FORD touring car and roadster; from \$150 up.  
THOMAS speedster; very fast; at a bargain.  
1915 STUDEBAKER touring; extra tires; thoroughly overhauled; \$450.  
1916 DODGE touring; excellent condition; at a snap.  
1915 KRITZ roadster; slip covers; extra tires; \$275.  
PACKARD "11" touring car; extra rim; perfect condition; \$600.  
1916 MOON touring car; 7 passenger; all up-to-date equipment.  
1914 BUICK roadster; thoroughly overhauled and repainted.  
BUICK touring car; very attractive; cost very little to run.  
1914 CHALMERS touring car; bumper; demountable rims; slip covers; \$575.  
1915 FORTIN-PALMER; electric lights and starter; \$400.  
1914 HUDSON; excellent condition; can be bought right.

We Specialize on Trucks and Delivery Wagons  
**GORSON'S AUTOMOBILE EXCHANGE**  
238-240 North Broad Street, Philadelphia  
Bargain Bulletin Free Agents Wanted in All Localities

**Six Thousand Hupp Service Stations by May**

At the start of the present automobile selling season which began, with most companies, in the middle of last summer, several plans were adopted to give better service to the automobile owner.

The Hupp Motor Car Corporation started out with its Series "N" Hupmobiles with a definite guaranteed service system which it has now maintained for ten months and has met with uniform success in all parts of the country. The Hupmobile National service plan has probably been the greatest innovation which that

live concern has made in several seasons. It is the first time that an owner of an automobile has been guaranteed any definite and stated care of his car. Individually dealers in various sections of the country have done this in the past, but it was the Hupp Corporation which first grasped the opportunity to make this system universal. By the Hupp plan an owner is given fifty hours of free service divided over ten months. This service may be secured at any of the Hupmobile service stations throughout the United States and Canada. These service stations are being increased every week. The corporation started out with a thousand stations in the early summer and has steadily increased until the number is now over 3,500 and a campaign is on to make this 6,000 by May 1st. This will guarantee to every Hupmobile owner a station in any section of the United States and Canada in which he is likely to tour this summer.

Another addition to the Hupmobile service plan was recently added. This was a Hupmobile touring guide for the use of Hupmobile owners, which contains a list of service stations arranged by States. The use of this book gives a Hupmobile "en route" information as to where he can receive attention for his car. The touring guide also gives valuable information in regard to tires, roads, etc. This book has become so popular that a second issue is now being prepared.

**Ensminger Motor Co.**  
THIRD AND CUMBERLAND STS. Distributors.

**Ensminger Motor Co.**  
THIRD AND CUMBERLAND STS. Bell Phone 3515

**AUTO STORAGE**  
First class, fireproof garage, open day and night. Rates reasonable.

**Auto Trans. Garage**  
7-29 North Cameron St.

**KING**  
"The Car of No Regrets"  
The King is the second oldest automobile in the United States; 1916 model. \$1150  
7-Passenger Touring .. \$1350  
Good Territory For Live Dealers  
**King Car Sales Co.**  
80 S. CAMERON ST.

**FRANKLIN**  
**Ensminger Motor Co.**  
Third & Cumberland Sts. DISTRIBUTORS

**FRONT-MARKET Motor Supply Co.**  
are now taking care of their oil and gasoline customers at their new location.  
**109-111 Market Street**  
Opposite Former Board of Trade Building  
Entire stock will be moved by Monday evening.

**Recharging and Repairing OF ALL MAKES OF STORAGE BATTERIES**  
Consult Us About Our Revised Prices.  
**Excelsior Auto Company**  
11TH AND MULBERRY STREETS, HARRISBURG, PA.  
Distributors For "Exide" Batteries

**RECIPROCAL AUTOMOBILE INSURANCE**  
LOWERING YOUR COST FOR AUTOMOBILE INSURANCE  
**Pennsylvania Indemnity Exchange, Philadelphia**  
Ask For Literature A. L. HALL, Agt., Patriot Bldg.

**SPRING WEATHER MOTORIST'S JOY**  
**GOOD ROADS OF BENEFIT TO ALL**

**Real Elixir of Touring Found in Week-End Journeys, Says Official of Pullman Co.**

With the arrival of Spring, motorists everywhere are turning their attention to touring, for that's the life, once a motorist has the taste for it.

A few years ago a man and his family who made a hundred-mile trip in their car gave their friends something to think about—in fact a trip of any distance over twenty-five miles was considered a novelty. Today, however, city drives and boulevards with constant and ever-increasing dangers of congested traffic, lose their charms once a man has taken to the country, despite its dust and heat.

W. H. Hayden, vice-president and general manager of the Pullman Motor Car Company, of York, Pa., believes the real elixir to be found in motoring is in a week-end journey to some delightful watering place where sunlight and air are in abundance and where reasonable speed may be endured without interference from traffic or motorcycle policemen.

**President of Overland Company Tells of Progress Made and the Many Advantages**

Among those particularly interested in the outcome of many of the good road bills now in the hands of the committee in Washington is John N. Willys, president of The Willys-Overland Company, of Toledo. Mr. Willys always has been a staunch supporter of the good roads movement in this country and has contributed most generously towards its advancement.

In commenting upon the subject he was enthusiastic over the progress made throughout the United States in the last few years and gave his opinion that 1916 would break all records in the amount of good roads work accomplished.

"Judging by the numerous appropriations for good roads which are being considered by Congress and the different State legislatures, it would seem that 1916 will go down in history as a record year in the advancement of improved highways," says Mr. Willys.

"The whole country is stirred as never before relative to their great question of highway improvement. If there is anything in the world that a good citizen who loves his State and has civic or State pride delights in, it is to have the city and State reputation maintained."

"A commonwealth's reputation for enterprise, progress and all that goes to make it worth living for, is determined to a great extent by the character of its roads. And if these arteries, through which flow the business and pleasure life of a State are neglected, travel is diverted sooner or later to other channels and the chief sufferers are the townspeople and farmers who live along the neglected highway."

Whenever a farmer loads his delivery wagon or a motorist packs his trunk, he has in mind the road over which he has to travel. He knows that its worst hill or mud hole limits the size of the load he can move. And because the road is so narrow, the maximum efficiency of a stretch of highway does not exceed the maximum load that a man can haul over the poorest spot in it.

"Just as the opposition to road improvement work, that one time, was almost universal among farmers, has disappeared now that the automobile is in common use in the country's greatest factor in securing better highways, the motorist is not the only one to benefit by them."

"Every man, woman and child who lives in a community where good roads prevail, has a hundred and one advantages over those who are surrounded and hemmed in by poor roads. In fact, I believe good roads to be essential to all phases of our commercial and social intercourse and development."

"The importance of good roads in time of war has been demonstrated forcibly by the armies in Europe. Hundreds of thousands of men have been transported back and forth, by automobile and motor truck, over roads that have been kept in good condition for years. Other reports tell us how whole armies have been delayed for days and weeks owing to the poor condition of the highways in some parts of the territory."

"The Pullman line, embracing the Clover-leaf roadster, the two-seated roadster and the touring car, all of the four-cylinder type, have proven themselves capable of the hardest kind of touring, producing more mileage on the long run than any other make of car sold under \$1500."

"The rapid increase in the sale of small, light model Overland cars is evidence of the universal appeal good roads make to all classes of people. And while the perfecting of the small light automobile has been the country's greatest factor in securing better highways, the motorist is not the only one to benefit by them."

**Courtesy First at the Chalmers Motorcar Plant**

"Life is not so short but that there is always time enough for courtesy," reads a small card in the visitors' waiting room at the Detroit plant of the Chalmers Motor Company.

Of late months, this sentiment has taken on a new meaning through the efforts of vice-president and assistant general manager, C. A. Pfeffer. Passing through the waiting room on his way to his office, Mr. Pfeffer noticed in the past that solicitors and business representatives of outside concerns were sometimes kept waiting from twenty to thirty minutes before obtaining an interview with the man to whom they had sent in their cards.

The majority of these callers were highly paid salesmen, who were compelled to meet the same wearisome delays in every factory they visited, mainly because of thoughtlessness on the part of the men they came to interview.

To eliminate unnecessary waiting Mr. Pfeffer ordered special cards printed, on which the attendant in the anteroom notes the names of callers kept waiting over ten minutes. After that period of time has elapsed the name of the party responsible for the delay, and the name of the caller, are noted, and a complaint made to the vice-president's office.

The cards have already worked wonders in the way of cutting down useless waiting, and have been cause of much favorable comment among visitors to the Chalmers factory. "I have about fifteen factories in mind, to which I intend writing a note about your excellent plant," said one pleased visitor, recently, and his sentiments have been echoed by the scores of others who visit the factory during the course of a week.

**Tour 3,000 Miles With Two Parrots**

Three thousand miles over good, bad and indifferent roads, carrying a load of 1,200 pounds, without giving to suggestion of trouble is the record of a five-passenger Pullman that passed through Fort Worth, Tex., recently.

The car was driven by Ed. Yount, a farmer of Bridgeport, Okla., who with Mrs. Yount and four children, and their two parrots, left home October 24. They drove to Palacios, between Corpus Christi and Galveston and remained there for some time. Houston was the first stop on the return trip. Galveston, Waco and Midlothian followed. They spent one night at the home of a farmer near the last named town.

From Fort Worth the homeward tour took them to Henrietta, Temple, Byers, Lawton, Anadarko and Bridgeport.

"We didn't touch the engine with a wrench except to take out the spark plugs for cleaning," said Yount, "and we had but one puncture."

Yount said that he managed to travel over the most impossible roads his Pullman negotiating the worst spots imaginable, at the same time showing a remarkable high mileage-gasoline record, according to word received by the Pullman Motor Car Company, of York, Pa.

**Spring Is Now Here**

Get your order in for your new Dodge car. Last year we had to return 37 deposits on Dodge cars because we could not make delivery.

But this year we have them and can make early deliveries.

To-day is the first of April and we are delivering 17 Dodge cars. Why not join the Dodge family?

The car that runs 20 miles on one gallon of gasoline.

The car that runs 200 miles on one quart of oil.

The car that runs 6000 to 8000 miles on one set of tires. A tire for the Dodge car sells for \$13.00. The price of the Dodge car is \$785, F. O. B., Detroit, for either five-passenger touring car or three-passenger roadster.

**SPECIFICATIONS**

**MOTOR**—30-35 H. P., 3-point suspension, unit power plant. 4-cylinder cast in block with removable water-cooled head. 3 7/8-inch bore by 4 1/2-inch stroke.

**OILING**—Pump and splash feed. Eccentric pump, driven by spiral gears from crank shaft.

**COOLING**—Water. Capacity 2 3/4 gallons. Tubular radiator. Centrifugal pump.

**CARBURETOR**—Stewart—special design automatic air valve type.

**IGNITION**—Eisemann G-4 high tension, water-proof magneto. Simplified breaker box.

**INSTRUMENT BOARD**—60-mile speedometer, driven from transmission. Total and trip mileage recorder. Oil pressure gauge. Locking ignition and lighting switch. Current indicator. Carburetor dash control. Glove locker and dash lamp.

**STARTING SYSTEM**—12 Volt North East unit starter-generator. Willard 12-volt battery.

**CONTROL**—Levers in center of car, mounted on transmission case. Control lever on ball pivot with locking for each speed.

**TRANSMISSION**—Selective sliding gear type affording three speeds forward and one reverse. All gears Chrome Vanadium steel, heat treated and hardened.

**CLUTCH**—Aluminum cone, leather faced, fitted with special engaging springs.

**REAR AXLE**—Full-floating type. Four bevel gear differential. Gears, Chrome Vanadium steel throughout, heat-treated and hardened. Eight Timken bearings used.

**SPRINGS**—Chrome Vanadium steel. Self-lubricating.

**GASOLINE TANK**—Cylindrical; hung at rear of chassis. Fitted with gasoline gauge. Capacity 15 gallons. Stewart vacuum feed.

**STEERING GEAR**—Hardened steel worm and wheel, on left side of chassis, 17-inch steering wheel.

**WHEELS**—12 Hickory spokes, front and rear. Fitted with Standard Welding Company's demountable rim No. 21. Extra rim furnished. Each wheel supported on two Timken bearings.

**TIRES**—32x31 1/2-inch all around. Plain tread front. Non-skid tread rear.

**BODIES**—Five-passenger Touring and two-passenger Roadster. All pressed steel with special enamel finish.

**COLOR**—Ebony black with dark blue wheels.

**UPHOLSTERY**—Real grain leather, stuffed with natural curled hair.

**FENDERS**—Pressed steel, attractive crowned design. Linoleum covered, aluminum-bound running boards.

**WHEELBASE**—110 inches.

**TREAD**—56 inches. (60 inches for South.)

**WINDSHIELD**—Clear vision, rain vision, ventilating.

**TOP**—One-man type with Jiffy side curtains and dust hood.

**LAMPS**—Electric; two headlights with dimmer; tail light and dash light.

**EQUIPMENT**—Electric horn; robe rail; foot rail; license brackets; tire pump; jack; tool kit; tire carrier with demountable rim.

**SHIPPING WEIGHT**—Approximately 2200 pounds.

**PRICE OF TOURING CAR OR ROADSTER**—\$785, f. o. b. Detroit.

Call or phone for Demonstration. Showroom open evenings until 9 p. m. Garage open all night.

Both Telephones—  
Bell 1859  
United 397-Y

**KEYSTONE MOTOR CAR CO.**  
1019-1027 MARKET STREET  
C. H. BARNER, Manager

**Enormous Mail Output of the Overland Co.**

mail of all descriptions. But in reality such happenings are a rarity. Yet an actual occurrence of that phenomenon has been taking place in Toledo for the past few weeks, postal authorities of that city declaring that they are literally buried under the tremendous amount of mail being sent broadcast by the Willys-Overland Company.

Each day load after load—veritable mountains of mail—are sent to the Toledo post office on Overland trucks. On Friday, February 25, a new postal record was established, when 96,426 pieces of mail were sent out of the Overland plant. Of these but 40,000 were folders, circulars and catalogs. The remainder was composed of letters to all parts of the globe, on Overland business.

Writers of all kinds, especially newspaper reporters, frequently make use of the expression "swamped by mail;" cartoonists, too, dearly love to picture persons buried chin deep in

**The wonderful performance of the new PEERLESS EIGHT**  
will excite the admiration of the experienced owner of any make

**Peerless Eight \$1890**

LET us demonstrate; name your own test. In the absence of standardized trials for speed, acceleration, and pulling power, figures are misleading. **Collect your own data, by a trial trip.**

The new Peerless Eight has the Peerless-built eight-cylinder motor, to which more painstaking attention has been devoted than to any other power plant developed in the Peerless factories.

It has the Peerless-built body, superb in surface and line, cozy, roomy, comfortable, exquisitely finished and appointed. **Its equipment is the last word in quality and completeness.**

**Characteristics:** PEERLESS V-Type Eight-Cylinder Motor, Cylinders 3 1/2 x 5; Force Feed Oiling; 125-inch Wheelbase; 35x4 1/2 Tires; Weight 3500 pounds; Complete Splendid Equipment, including Cord Tires, Extra Rim, Moto-meter and every needed accessory

**Touring \$1890 Roadster \$1890**  
**Keystone Motor Car Co.**  
1019-1025 Market Street  
C. H. Barner, Manager Both Phones