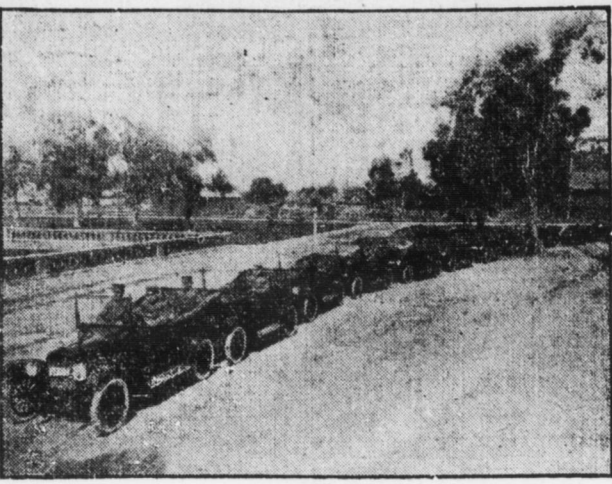


Maxwell Motor Reservists Eager to Invade Mexico



A prt of the First Company of the California Automobile Reserve Corps. The picture was taken in Los Angeles and shows the motorist reservists in full uniform in their 1916 Maxwell cars. Lieutenant Lyman P. Clark, at the wheel of the first car, is in command of the corps.

Famous Pathfinder Again. Hits Transcontinental Trail

An unscheduled event at the Panama California International Exhibit on at San Diego recently resulted in the covering with much honor, the battle-scarred veteran of thousands of miles, "Lena." "Lena" is none other than one of the most famous automobiles in existence, a Pathfinder "40" which served as the official car of the American Automobile Association and as the United States official public roads car, and during her life so far has charted five transcontinental highways and is still in active running service. "The next bit of work for 'Lena' to do in her remarkably efficient manner, is to induce Eastern Motorist to tour to the Pacific Coast this season," was the statement of W. E. Stalnaker, vice-president and director of sales of the Pathfinder Company. "Lena" is owned by the Pathfinder Company and since hearing our proposal to start a stock, twelve-cylinder Pathfinder touring car on a trip across the continent, negotiating the entire distance in high, our Los Angeles dealer has interested the Automobile Club of Southern California in an effort to terminate this run at the San Diego fair instead of San Francisco as we have originally planned. I cannot say definitely what we will do, but from the active interest which has been shown and the assurance of a royal welcome, we may take up this proposition. George I. Lufkin, manager Pathfinder agency in Los Angeles, left last week for San Diego in the battery, yet worthy, old car, accompanied by representatives of a moving picture weekly, and one of the heads of the Motor Transportation Bureau of the Exposition. He writes us that "Lena" attracts as much attention as any of the noteworthy displays of art, science, or renown; everywhere crowds gathered around the old car, so shabby after its time and travel-worn achievements, as its history was recounted from mouth to mouth. "From San Diego the Pathfinder will make a run to Lake Tahoe City, placing the official exposition trail sign along the route, incidentally enlisting the co-operation of the towns along the way toward getting us to end the proposed high gear run at the San Diego fair. This run is planned for some time later on when the weather is more settled. "Pathfinder the Great" our twelve-cylinder model with a gear ratio of 4.81, will be stripped of all gears except high and reverse for the thirty-five hundred mile run. "Every possible care will be taken to preserve local witnesses of unapproachable integrity, note the performance in places where the going is bad. Hills will be negotiated only in the forward gear and evidence will be obtained to establish definite grounds for the public's confidence. "There will be no attempt at excessive speed; instead the pace will be the same that the average private motorist would take in making good time. When motorists find that they can make this trip with cobwebs growing in first and second speeds, two results will be obtained. First, a great increase in the number of motorists will take the trip; second, many will buy the car that can make this journey all the way in high. We have never before staged a transcontinental run, as has been the practice of a few other companies. The occasion of 'Lena's' debut was when the Westward brothers blazed the trail, back in '12 and '13, with their five transcontinental routes. At this time, the Pathfinder was selected without solicitation from its makers. We are confident that 'Pathfinder the Great' will secure the acclaim of the great American motorist by its performance as did the older sister, 'Lena.'

Powerful Dort Motor Saves Factory Shutdown

Flint, Mich., April 22.—The powerful Dort motor, which has shown such wonderful efficiency in the Dort touring car, had an opportunity again to demonstrate its remarkable worth in a novel way last week. The Spring thaw and unusually heavy rains combined in raising the Flint river, beside which the Dort factory is located, to a height of sixteen feet above its normal level. A miniature flood resulted and drove all the workmen from the shops. But for a happy idea of J. D. Mansfield, the general sales manager, the shops would have been shut down for several days, a very serious thing at this time of the year, with dealers all over the country clamoring for Dort cars. Two chassis were run out of the motor assembly department and their engines attached to a large four-inch centrifugal force pump lent by the local fire department. In less than two hours the water level in the entire Dort factory has been appreciably reduced, and by afternoon all the men were at work again. In spite of the fact that the river continued at its high level for two or three days, there was no trouble in keeping the Dort shops and offices free of water.

JOSEPH CLOUSER DIES

Shrewsbury, Pa., April 22.—Joseph W. Clouser died at his home on East Main street, yesterday afternoon, aged 72 years.

FRANKLIN Ensminger Motor Co. Third & Cumberland Sts. DISTRIBUTORS

Court Decides in Favor of Protecting Dealer

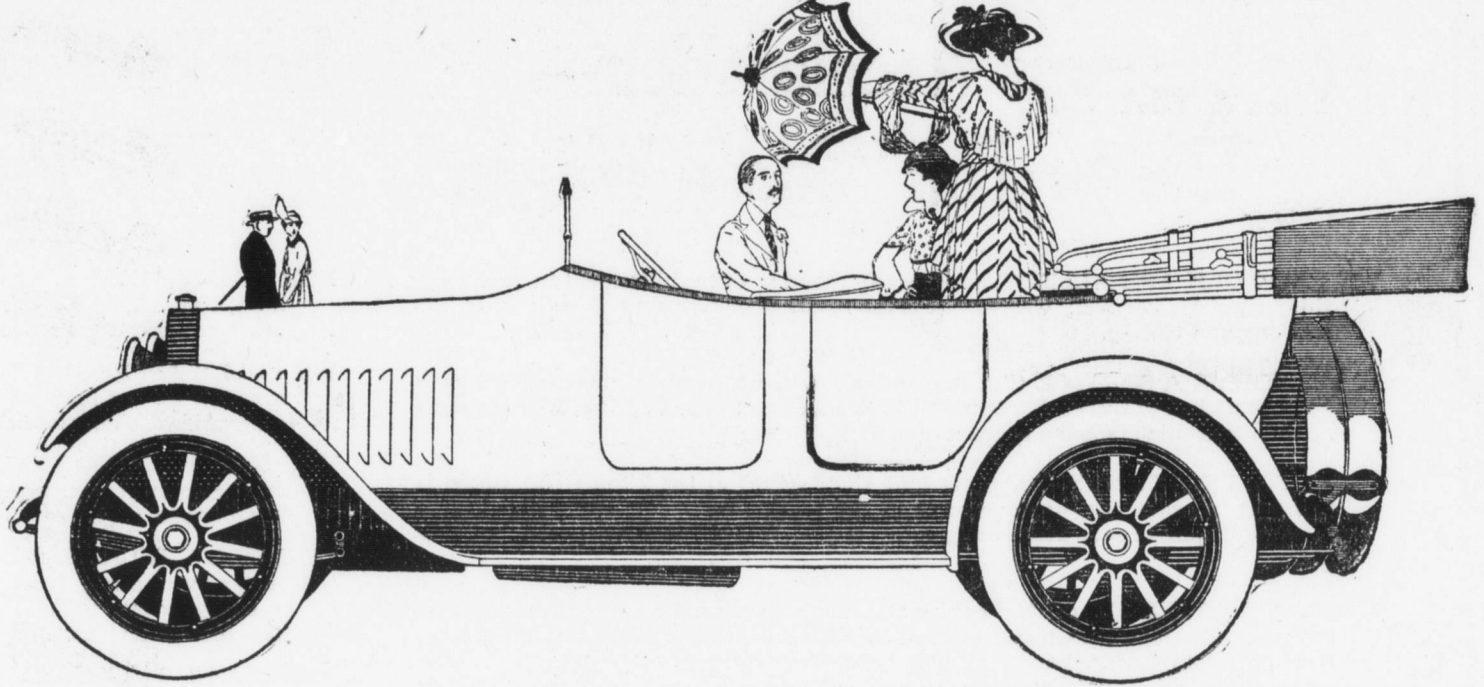
On March 31, 1916, there ended in the United States District Court, in Cleveland, Ohio, a trial which has lasted for three weeks, and is of vital interest to the dealers throughout the country. The suit was one brought by a consumers' league known as the Automobile Co-operative Association of America, which was organized in New York in 1908 and went out of business in 1911. The suit was against the R. F. Goodrich Company, the Diamond Rubber Company, the Firestone Tire and Rubber Company, the Republic Rubber Company and the United States Tire Company. The Consumers' League—the plaintiff—complained that these companies had refused to sell tires to it at dealers' prices; that such refusal was the result of a combined action or conspiracy on the part of these companies, and that the result of such conspiracy had been to cause this Consumers' League to fall in business. The suit was brought for \$450,000 damages under the Sherman antitrust law. The fight was continued by the Goodrich, Diamond and Republic companies. It appeared from the evidence thereafter taken—consisting of testimony of a number of prominent dealers and of suitors and branch managers of the tire companies—that the Goodrich company had always and consistently refused to sell to clubs, consumers' leagues and kindred organizations at dealers' prices, recognizing that to do so would be unfair to, and would undermine the business of, the legitimate dealers. Though the court, at the conclusion of the evidence, decided—and subsequently so charged the jury—that no damages were proven or could be recovered even if the defendants were guilty under the Sherman law, the defendants, recognizing that they desired to have the propriety of their acts passed upon. The matter was one of principle to us. So the case was argued before the jury which has brought in a verdict completely in favor of the defendant. The court, in its charge to the jury, pointed out that the reason stated by the defendants for not selling to the plaintiff at dealers' prices was that "they were forced to decide between two alternatives—to deal with the co-operative leagues, such as the plaintiff, or to refuse to sell to clubs, consumers' leagues and kindred organizations, or to say 'we will not deal with the co-operative leagues and we will keep the favor and the support of the regular dealers.'" Further, the court said: "If the plaintiff was not entitled to the consideration accorded to, and received by, regular retail dealers in the ordinary course of trade, then to refuse to deal with such as regular retail dealers was no restraint of trade." Again, the court said that the jury would have to ask itself this question, namely: "Was there any necessity for Mr. Raymond, representing the Goodrich company, with its standing in the trade, to appeal to other tire makers to join with it in such an agreement against this corporation? Was there any benefit to accrue to the Goodrich Company to do this sort of thing?" And the jury decided in favor of the defendants. The Goodrich Company will continue with its uniform and long-established policy, which has been and is and will be to protect its dealers, and refuse to sell at dealers' prices to consumers under whatever form of association they may be banded together.

Service Feature Essential to Even Best of Trucks

"It matters not how good the tire or how careful the driver, prompt service is wanted sometime, somewhere. When the service is wanted, it is wanted badly, and the house that gives prompt service to the truck owner vexatious and costly delays," said Alfred H. Shaffer, local distributor of Gibney solid tires, in an interview to-day. Continuing, he said: "How soon" is the pertinent of the message flashed by telegraph, telephone or messenger when wear and tear or accident to tires has put a truck out of commission; and the being on the job instantly is the keynote to Gibney solid tire service and really spells the progress of the city's transportation problems. "Naturally, our service starts with a stock of tires of all sizes and types we manufacture—pressed-on, demountable, notch and cushion solid tires—but it is in the infinite detail of quick application of these tires that we guard against delay to Gibney tire users. Rushed from the disabled truck, the wheel needing a new tire is placed in the hydraulic press. With steel cylinders acting as buffers, the old tire is pressed off under 100 tons pressure, to be rebuilt or discarded. A steel band for the felloe, if such is necessary, is taken care of by appliances on hand. A hand heater, fed with natural gas, prepares it for the wheel, and cold water quickly shrinks it immovably into place. Replaced on the hydraulic press, the wheel receives its new tire under necessary pressure, steel cylinders again acting as buffers. The whole operation is worked by our experts with marvelous rapidity. "Every detail of prompt service guards against unnecessary delay. We know that a truck out of commission is a distinct monetary loss to the owner, and our object is to save the owner all we can by handling his problem intelligently and efficiently with minimum loss of time."

Touring New England States For Military Data Massachusetts has stepped to the front in furthering military preparedness not only within its own borders but throughout New England. Under the auspices of the Bay State, a Dodge Brothers motorcar is now touring the New England States gathering information relative to the num-

Price now \$1090. Three years ago this car would have cost you \$2000.



She's active, lacks "nerves," and very modern—the 3400 r. p. m. Chalmers

She's active, full of life, lacks "nerves," and delivers a terrific wallop with only the slightest effort. I mean by that a power-wallop. Because she turns up 3400 revolutions per minute. Her crank shaft speed surpasses that of any other American car. Though there are three built in the U. S. A. that get a bit beyond 3100 r. p. m. It's like an electric fan, which turns up 4000 r. p. m., or a turbine which does around 4300. Of course, the Chalmers engine doesn't hit 3400 all the time. 3400 is the maximum. When the car is running 5 miles an hour she turns up 250 r. p. m. At 10 miles an hour she does 500 r. p. m. At 15 she does 750. At 20, 1000. At 30, 1500. So you see the engine isn't hitting the highest speed at the slower car speeds—those speeds you drive 90 per cent of the time. In a way it's like horse-power. You say the horse-power of your car is 40. You mean by that the maximum is 40. Yet at 10 miles an hour you are using probably less than 10 h. p. While at 20 miles an hour you are using about 17 or 18 h. p. And so on.

3400 r. p. m. is just another way of stating horsepower. It's the modern way. Because it shows power through supreme engine speed and not through large bore and stroke, which means a brute of an engine, and hence a vehicle of great weight. The day of such a car has gone by. You and I want a light, spunky beast that responds to the slightest touch of the accelerator, that pulverizes hills, that drives straight as a sunbeam, that has the lure in her lines, and obeys. That's the 3400 r. p. m. Chalmers. I've never had any person buy one and tell me she wasn't there. For she is—100 per cent. Run in and I will show you a car that has doubled my business. Ask me about our service inspection coupons. They are negotiable with all Chalmers dealers everywhere. This system is a most important consideration in buying your car. Five-Passenger Touring Car, \$1090 Detroit Three-Passenger Cabriolet, \$1440 Detroit Two-Passenger Roadster, \$1070 Detroit Colors: Touring Car and Roadster, Oriford maroon with hood to match, or Meteor blue with black hood. Cabriolet, Oriford maroon or Valentine green with hoods to match or Meteor blue with black hood.

DEALERS:

- 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, Thompsontown, Pa.

Keystone Motor Car Co.

1019-1025 Market Street
C. H. Barner
Mgr.

ber of motorcars available for military duty, the condition of the roads, distance by roads between points, general topography of the region and such other material as would be of advantage in the event of war and the attending intricacies of this section of the nation by a foreign government. Maps will be made and other data gathered together and turned over to the Fifth Division of the Organized Militia (the National Guard of the New England States). The trip, which will cover several weeks, has the sanction and commendation of Governor McCall, of Massachusetts and Brigadier-General C. H. Cole, head of the Military Department of the State. The governor has addressed an official message to the governors of the surrounding States, reading as follows: "I am to-day witnessing the start of a scout car and its crew which proposes to visit each of the New England States and in the course of the journey call upon you. They are endeavoring to fit themselves for military duty and serve their country in whatever emergency that may arrive. It is the hope that the experiences of this car in traversing all kinds of roads in much untraveled country, fording streams, climbing hills, and mountains may demonstrate the availability of automobiles for successful military service even where good roads are lacking. If the experience gained by them may aid our State military organization in their preparedness program or to stimulate

interest in equipping a branch of the service with skilled automobile operators for any emergency, this car will not have made the trip in vain." Brigadier-General Cole sent a similar letter to the commanding officers of the guardsmen in the various States and dwelt particularly on the advantages that would accrue to the troops if there was a regularly organized motor department in each State. The start of the car from Boston was a civic event. The Dodge Brothers' car, which was selected because of its well-known road ability, attracted a big crowd to the Beacon street entrance to the State House in Boston and it was accompanied by the cheers of thousands as Governor McCall shook hands with the crew and wished them God-speed on their trip. The car is in charge of C. W. Henry, of the Massachusetts Volunteer Militia and military regulations will govern it throughout the trip. Particular attention will be paid to gathering statistics relative to the number of motorcars available for service in quickly handling troops if the necessity should arise. It is estimated that there are 40,000 cars of the type of the Dodge Brothers car, light but strong, that could be secured if necessary. The Dodge Brothers car has always proven its worth in Mexico where five

touring cars are in use with the first body of troops that went over the line. General Pershing made his personal entrance into Mexico in a Dodge Brothers car and all five of the cars negotiated roads that had to be blasted out later to allow the trucks and supply wagons through. New Empire Roadster an Addition to Line A new roadster of four-passenger capacity is the latest addition to the line of the Empire Automobile Company. The car, which made its first appearance last week, is one of the most attractive types announced this season. In general the lines conform with those of the touring car models with the high cowl and sides, but probably the most noticeable feature is the roominess of the car. There are two doors in front and two passengers are accommodated by the individual type front seats. Between these seats is an aisleway ten inches wide to give easy entrance to the rear seats. The width of this, 36 inches, gives exceptional seating space for the other two passengers. Utmost comfort is assured the occupants of this rear seat by full 18-inch space between this and the front chairs. An exclusive and striking feature is

found in the luggage compartment. This occupies the entire rear deck and is reached, not at the rear, but by means of an entrance afforded by the dropping of the rear seat upholstery, the cushion being hinged at the bottom for this purpose. With this pad in place the compartment becomes dust proof, giving perfect protection to baggage. The compartment is so large that two suitcases, in addition to many other accessories needed in touring, may be carried there. The top, of one-man type, is also new type are scheduled for May.

distinctive in line, giving the car an appearance of marked superiority. This roadster body is mounted on the six-cylinder chassis, which has Continental motor, single bearing full floating rear axle, electric starting and lighting, etc. With the long wheelbase of 120 inches and perfected spring suspension, exceptional easy-riding comfort is attained. Deliveries of this type, of one-man type, is also new type are scheduled for May.

There's a Difference In Coal —A vast difference. You may be burning more coal than is necessary, because you are not burning the kind especially adapted to your requirements. Talk the matter over with us—we'll steer you right on the particular kind of coal you ought to be using—and supply you with the best heat-giving fuel you can buy. Costs the same—and goes further. J. B. MONTGOMERY 600—either phone 3rd and Chestnut Streets