

"No Hill Too Steep—
No Sand Too Deep"

Jackson Light "Eight" has one horsepower for every 57 pounds. Here is a Jackson extraordinary. It is an "Eight." It is light in weight—it is light in price.



45 H. P., \$1195 Weight, 2565 lbs.
A Demonstration Cheerfully Given at Any Time

P. H. KEBOCH
Distributor, 15 South Third Street

GOOD ROADS DAY PLANS BOOMING

Great Activity Evinced in Blair County; Work Planned All Over State

Co-operation of the right sort to make "State-wide Good Roads Day" successful is manifested in Blair county, where the Altoona Chamber of Commerce, the Blair County Farm Bureau and the Pennsylvania Railroad Company have combined their efforts with the "Good Roads Day" committee of which District Attorney Marion D. Patterson is chairman. Secretary T. S. Davis and A. L. Feltwell, of the Blair county "Good Roads" campaign organization, conferred with Chairman Patterson last week and perfected details for the organization's work between now and "State-wide Good Roads Day" Thursday, May 25. The conferees agreed that the feeling throughout the county is more enthusiastic this year than last and they expect that the work done will double that accomplished in 1915.

City and borough chairmen are to be named and ward and city booster meetings will be arranged on a schedule to be announced later. Posters and leaflets are to be distributed throughout the county.

The work of laying out places where work is to be done on "State-wide Good Roads Day" is to be left to the township committees of which the boards of supervisors in each instance are the heads.

H. H. Russell, division engineer of the Pennsylvania Railroad Company, located at Altoona, was appointed general chairman on the committee on supplies and equipment. Last year the railroad company had placed on sidings 170 carloads of material for the county and they have generously expressed a willingness to help in the same way this year.

The Clarion County Good Roads Association has appointed committees in every township and borough in the county to effect a local organization in each and every district. Already twenty-six districts have been heard from favorably and those that have not are urged by F. C. McEwen, president of the association, to write to the headquarters at Sligo to get instructions for the work on "State-wide Good Roads Day."

Grant J. Smith, chairman of the Citizens' "Good Roads Day" committee of Erie county, has determined that his county organization shall lead the State this year in the amount of work done. According to the records of last year 53 miles of road were worked in Erie county with 322 men, 264 teams and 122 drags. Chairman Smith calls attention to the scarcity of labor this year and announces that several organizations of city will give each township \$20 to be used in hiring men locally, or in other ways, to improve the township roads on "State-wide Good Roads Day."

T. O. Milliken is president of the Good Roads Association in Huntingdon county. The other officers are John G. Simpson, first vice-president, Charles Campbell, second vice-president, the Rev. R. P. Daubenspeck, third vice-president, Charles F. Bell, treasurer, and E. E. C. Gibbs, secretary.

Dr. B. A. Montgomery, of Grove City, president of the Mercer County Good Roads Association, called a meeting of the organization in the courthouse at Mercer at which arrangements for the proper observance of "State-wide Good Roads Day" in Mercer county were perfected. The supervisors of the county are co-operating with the granges and the Good Roads Association to make the day a success.

Montgomery county is making plans for a successful turnout on "State-wide Good Roads Day."

In Snyder county on "State-wide Good Roads Day" efforts will be concentrated on that piece of road along the west bank of the Susquehanna river from the toll bridge at Shamokin Dam to the toll bridge at Blue Hill, opposite Sunbury. Motor clubs in Snyder county and the farmers in that section have decided to co-operate with the supervisors of Monroe township in making this piece of highway better for the traveling public.

The citizens of Lower Mahanoy township, Northumberland county, have decided that they will outdo last year's record on "State-wide Good Roads Day" this year. They had seventy men, one engine and a dozen teams at work in 1915.

The Somerset Board of Trade has pledged its support to the "State-wide Good Roads Day" movement and will co-operate with the supervisors in making the day successful in Somerset county.

FRANKLIN

Ensminger Motor Co.
Third & Cumberland Sts.
DISTRIBUTORS

KING
EIGHT CYLINDER

"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.

Small Car Solves Many Transportation Problems

"One of the greatest advantages of the modern, small, light automobile lies in the fact that it places at the hands of millions of people a means of transportation entirely within their individual control," says John N. Willys, president of the Willys-Overland Company, of Toledo. "Time, speed and direction are all controlled by the man at the wheel, and no matter whether the objective point is one or one hundred miles distant, he can go when he pleases, as he pleases, and how he pleases.

"The automobile has developed all classes of transportation. Street cars, railroads and boat lines all travel over fixed routes and their running time depends on the schedules mapped out for them.

"Miss a train, and there is nothing to do but wait for the next one. You are governed entirely by the time table. A motor car puts you nearer, in time, to your train, no matter where you live. With a motor car you can take a short cut and speed up, if necessary, to keep an appointment or make a train connection. You are the master and the car waits for you, and after pressing the starting button you can go as far and as fast as you please.

"Fifteen years ago the horse and railroads were depended upon almost entirely for transportation. Then the motor car began to forge rapidly to the front as a means of carrying people and merchandise, and it was not long before it had relegated the horse to the background. The automobile, more than any other transportation agency, has brought city and country together. It is the only thing that has made suburban life away from the railroads possible. Where the railroads touch only the high spots of civilization, the motor car weaves its way among farms and villages in the most obscure parts of the world.

"Motor cars have quickened the distribution of farm products and have increased the radius of the merchants' delivery system. "Traveling salesmen now find it possible to double their territory and cover the ground in one-half the time it used to take them with horse and railroad facilities.

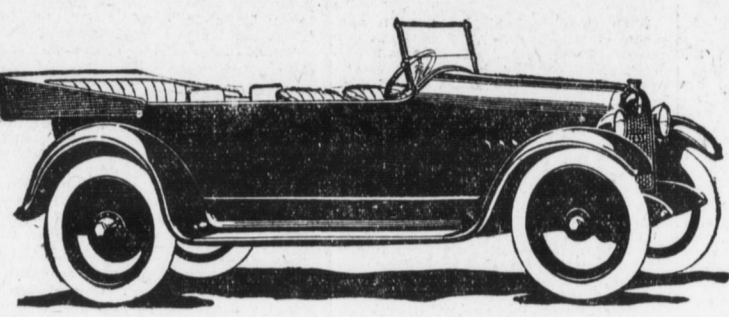
"In fact, the automobile has been a boon to all mankind, and if any one class has benefited more than another, it is the farmers. This is especially noticeable since the small, light, economical car has been perfected, as is shown by the increasing number of our new light models that are finding their way into the rural districts. Fully 50 per cent. of the Overland production for 1915 was sold to farm people and the indications are that this percentage will be increased during the current year."

Newspaper Advertising Best Says Chalmers

"Money makes the mare go" is the old saying. Hugh Chalmers has changed it to "Advertising makes the mare go." So firm is Mr. Chalmers in his belief that one million dollars will be spent this year telling the public about Chalmers cars.

Newspaper advertising is the backbone of the Chalmers campaign, though of course some of the great national weeklies and magazines are also used. Paul Smith, vice-president in charge of sales, says this of newspaper advertising:

The New Case 40—\$1090



Pedigreed Indeed

The new Case 40 occupies an enviable place in motor car building. It represents a fusion of the old-time genuineness in manufacture with tomorrow's style in design and finish. People who have owned Case cars know that these cars contain those fundamentals which insure splendid service, therefore full value. Since 1842 men have placed their faith in the Case way of manufacturing.

If you could go to Racine, Wisconsin, and see how Case cars are built, if you could watch the workmen, and talk with the foremen and superintendents; if you could discuss with the executives the Case policy in manufacture and sales, you would readily see why the Case 40 is an unequalled value.

Another test is to talk to owners of Case cars. Each will tell you without hesitancy how faithfully his car has served him, how economical it has been, and how much longer he expects to run it.

Their experiences will strengthen your faith in the Case 40.

As you go into the pedigree of the Case 40, as you study the genuine way it is built, you will become more and more convinced that your wisest investment is the one that is based on such fundamentals of design and production.

May we go into this subject further with you today, or do you wish us to send an illustrated description of the new Case 40 by mail?



Conover & Mehring
1713-1717 N. Fourth Street

Sole Distributors for Central Penna.
Bell Phone 595-J Harrisburg, Pa.



BATTERIES For Automobiles!

All makes of batteries for any make of car, recharged repaired or rebuilt. Satisfaction guaranteed or money refunded. All work done by experts. DISTRIBUTORS FOR "Exide" STORAGE BATTERIES, the recognized best

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H. L. MYERS, Manager
Free Inspection of Any Type Battery

Overland

Both Phones

The Overland-Harrisburg Co.

Automobiles

212 North Second St.

Willys KNIGHT
Sleeve-Valve Motor

Batavia Tires

THOSE GOOD TIRES WITH RED TREAD

In order to introduce these tires more thoroughly in our territory, we will give a tube absolutely free with each "Security" Tread Tire bought of us during the month of May.

Bentz-Landis Auto Co.

Bell Phone 461 1808 LOGAN ST.

"Advertising increases my sales so that I simply cannot afford to do without it. The only man who can't advertise is the one with so much business he can't handle it, or the man with so little business it isn't worth while. Our secret of advertising is as simple as A. B. C. Be honest, be sensible and be persistent."

Backing up this interest-creating advertising, the Chalmers company is upholding its standard of "quality first" in the 3400 r. p. m. Six-20 Chalmers and the results are phenomenal. The combination of advertising and quality, backed by service and aggressive salesmanship, has already put more than 10,000 of these cars in the hands of owners. The owners are joining the newspapers in advertising and the company is building 22,000 more Six-20s all of which are practically sold to-day in the demand which has been created.

We are exhibiting the new PEERLESS EIGHT one of the greatest motor car values ever produced



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

In performance it is superior to the famous Peerless "60-Six," a \$6,000 model with 5" x 7" motor.

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, including Cord Tires, Extra Rim, Snubbers, Moto-meter and every needed accessory. Comparison will convince you!

Characteristics: PEERLESS V-Type Eight-Cylinder Motor, Cylinders 3 1/2 x 5; Force Feed Oiling; Selective transmission; Multiple disc clutch; 125-inch Wheelbase; 35x4 1/2 Tires- Trussed frame; Peerless platform rear spring suspension; Weight 3500 pounds.

Touring \$1890 Roadster \$1890

Keystone Motor Car Co.
1019-1025 Market Street

C. H. Barner, Manager Both Phones

