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We urge men to scruti-nize Case details—we know that the closer the exami-

nation the surer the appreciation. All over the coun-

try men who know Case

standards are no longer sat-isfied with lesser qualities.

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match this car. Our

world-wide organiza-

tion, immense factories and 74 years of

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NEWS OF INTEREST TO AUTO OWNER AND PROSPECTIVE BUYER



Signs of a new standard of service!

Service worthy of Harrisburg and the courtesy and efficiency its motorists have a right to demand.

Service of that specialized, intensive quality which motorists and dealers everywhere have learned to expect from Firestone men and Firestone tires. Inspect the new quarters at your earliest convenience. Complete service for truck operators.

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their weekly club runs on the old heavy Revival of Interest in

Bicycle Club Runs

Bicycle riding has increased to such an extent during the past two years that the prediction of a million new bicycles this season bids fair to come true.

Bicycles are lighter, cheaper and better than when the fathers of the present generation of youngsters, made

> "No Hill Too Steep-No Sand Too Deep"

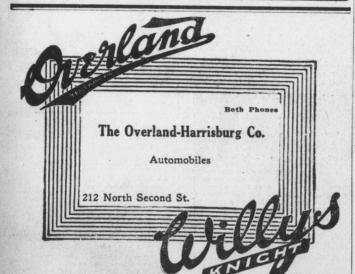
Jackson Light "Eight" has one horsepower for every 57 pounds.

Here is a Jackson extraordinary. It is an "Eight." It is light in weight-it is light in price.



A Demonstration Cheerfully Given at Any Time

P. H. KEBOCH Distributor, 15 South Third Street



Chalmers Tells What Public Wants in Motor Car

Dodge Will Descend Into Grand Canyon

Into Grand Canyon

"Death Valley Dodge" the Dodge Brothers motorcar that has hung up a record for surpassing performances on the Pacific coast, is now to be sent on a trip that daring motorists have many times contemplated but never attempted. With O. K. Parker, one of the most daring drivers in the world, at the wheel, the sturdy little car is to attempt a trip to the bottom of the Grand Canyon of the Colorado.

Mr. Parker is now driving "Death Valley Dodge" across the desert from Los Angeles to the brink of the Grand Canyon. Incidental to the main object route between the points and expects to cut some sixty miles off the distance.

But it is after the Canyon is reached that the real feat will be tried. If Mr. Parker is successful in making the trip it will be the greatest achievement in the history of motordom and will prove that automobiles can go anywhere that man or beast can go.

At present the descent into the Canyon by tourists is made on the backs of carefully trained burros over trails that have the colorado have eaten for years into the sandstone and drifted a passage that runs nearly a mile deep across the Arizona desert. The surroundings reach the acme of desolation and the trip to the bottom of the Canyon with careful guides and on the backs of the burros is regarded as a big sensation and many tourists are afraid to try it.

In attempting the trip by motorcar, motor draing and is accessful, will leave a mark at which other adventurers will shoot for a long time to come.

Mr. Parker is a mining engineer and has been well known on the coast for a number of years because of his dar-

Packard Aircraft Motors of the Twin-Six Type is a mining engineer and a number of years because of his darting through Death Velley in a Dodge and generally grading and by the motorist and established a number of records. The fame of the trip. The third of the trip. The third of the trip of th

Ensminger Motor Co. Third & Cumberland Sts DISTRIBUTORS



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



track trials verified all of the previous findings made in laboratory tests at the factory experimental shops.

The purposs of the speedway tryoutside the provided of the principles of the provided of the p

Automobile Demand Will Exceed Supply Says Willys

"Unless I am greatly mistaken, the demand for automobiles this summer will be far in excess of the supply, notwithstanding the fact that this year's production of motor cars will be the largest in the history of the industry."

The above statement was made by John N. Willys, president of the Willys-Overland Company, who has just returned to Toledo from his winter home in Pasedena, Cal. Mr. Willys spent several weeks on the coast and although he went there ostensibly for a rest he could not resist the tempta-

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When Men Consider Details

In the past, it is regrettably true, many have bought cars for reasons they would not apply

But now, new buying standards prevail.
They are indeed welcomed by Case, which has long been ready for this day of attention

to detailed superiorities. Case has always built —since 1842—from a quality standpoint. No

successful manufacture give

you an insurance of satisfaction, invaluable to you.

May we show you these details of construction so

that you, too, may appreciate

just what effect they will

have on your investment?
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recognize the impor-

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omy and comforts, as well as beauty, power and speed. Today?

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