

Special Prices on Guaranteed

TIRES

These are the Blackstone Perfect Traction Tread Tires, a great many of which have been sold by us in this city and used for a year without a single one coming back for adjustment.

30x3	\$8.89	34x4	\$17.48
30x3 1/2	\$10.98	36x4	\$18.98
32x3 1/2	\$12.24	34x4 1/2	\$24.48
31x4	\$15.98	35x4 1/2	\$24.98
32x4	\$16.49	36x4 1/2	\$25.40
33x4	\$16.98	37x5	\$31.98

ALFRED H. SHAFFER

WHOLESALE AND RETAIL AUTOMOBILE SUPPLIES
100 SOUTH CAMERON STREET

EMERSON CAR IS NEWEST CREATION

R. C. Hupp Introduces New Car and Plans Quality Production on Low-Priced Model

"While it is a fact that the new Emerson 'Four' has received a more satisfactory reception than almost any new car that has ever been put on the market, still the 'Doubting Thomas' element has been coming around and sagely shake their heads and mutter, 'It can't be done.' After seeing the car at New York and minutely examining every part on the lookout for defects, they walk away and say, 'It can't be done.' This is in keeping with the farmer who saw a camel for the first time at a circus and after gazing at it for some time shook his head and said, 'Shucks, there ain't no such animal.' They belong to the same class of men who did not believe that the steam locomotive or the steamboat could be practical."

Musing along these lines, R. C. Hupp, vice-president and chief engineer of the Emerson Motors company, recalled his experiences in the early days of motor production. "I remember very well when Henry Ford first started to manufacture low priced cars in 1903. I was at that time with the Olds Motor company, and most of the well-known automobile manufacturers were banded together in what was known as the Licensed association. In other words, they were operating under the so-called Seiden Patents. Ford had been making a few special racing cars and had also been connected with the Detroit Automobile company, which had not been a successful producer of cars. Among the members of the association the general comment was that the New Ford Car could not possibly be a success because it was not a licensed machine and that Ford himself would probably be driven out of business. I myself thought at the time that this would be a pretty big hurdle for the new company, but as it was quite evident that the manufacturers of parts would be chary of doing business with a company that was likely to be the surviving end of a tremendous legal attack by Ford on the whole automobile world. On the other hand, the fact that prospective buyers were given to understand that they would write legal action against themselves in buying an unlicensed machine kept many people from buying Fords. The company itself was not particularly strong financially, one of the officers of the company being quoted at the time as saying that they started with a cash capital of \$28,000 and did not own their own plant. Neither did they have any experience in quantity production of automobiles at the time, and in spite of all this they went ahead and produced and sold cars at a price other manufacturers said was impossible. And so in spite of those 'It can't be done' people the company went ahead. I admired the fighting spirit shown by the new company and decided to leave the Olds works and enter the arena with them. After two years of hard work, during which time I saw the company grow to great proportions and prosper, I came to the conclusion that a good car could be built for even less money and still show a profit to the maker. So in 1908—July, to be exact—I with three other gentlemen who were not known in the automobile world, discussed plans of the designing and manufacture of the first Hupmobile. The Hup Motor Car Company was organized on November 10 of the same year and the first three cars were finished in February, 1909, followed by the first 500 in August, 1909. At the start only a few hundred dollars were available among the party of myself and associates, and with this we went ahead and rented a factory, equipped it to assemble cars, including motors, transmissions and axles. In view of our small working capital it was extremely difficult to find people who would sell their cars, etc., and it was with the utmost difficulty that the source of supply could be kept open. Practically none of the larger supply companies would have any dealings with us and the outlook was not so good as to say the least. Those with whom we talked regarding the sale of the cars invariably questioned our ability to produce a good car for what was then the great price a Hupmobile had been offered at—\$750. But the sample car looked well and ran well, and strange as it may seem, these two points were more skepticism than if it had not been put into their hands. We had put into these samples better materials and workmanship than we could afford to give in subsequent production, and that after contracts had been made and deposits paid by dealers future cars would be skimmed and cheapened. But as the company went along and the public commenced to realize that the cars being produced were not only as good as the samples, but had even been improved as to minor details, the Hupmobile became a Nine Days' Wonder and before a year had passed it had become one of the most talked of cars throughout the United States. "And this brings us down to the present day and the new Emerson 'Four.' We are now going through the same period of development that was weathered by the Ford and Hupp companies. We are now meeting the doubters who do not believe that we can produce this car for such a low price. Right here I want to say that it is much more economical to use material of good quality and to have the general design of a car up to date than to try to use inferior materials and design which in the process of manufacture would probably give trouble and in a great many cases require doing the work over, rejecting a high percentage of parts, and dissatisfaction in general, both as to looks and operation when the car is in the hands of the public. We believe that it is a very easy matter to understand but at the same time hard to explain, that in using materials of good quality and following a simple design a maker can be producing in large quantities a car to the public that will give a good account of itself and will, in fact, sell itself, thereby reducing the cost of sales to a minimum. While there will not be an abnormally large profit on each car, the large sales and production in the aggregate will make for very substantial and attractive profits.

"Due credit must be given to Henry Ford for conceiving and carrying out the idea that a low-priced car and a small profit on each, coupled with large quantity production, is the real way to achieve the greatest success in the manufacture of automobiles, and the position that Ford holds at the present day in the industry of the country is the best proof of the soundness of this line of reasoning. "Some companies in putting out a low-priced car have neglected to incorporate merit enough in their product and they have paid the penalty in failure. Other companies have tried to make too much of each car and have likewise fallen by the wayside. The creed of the Emerson organization is based on the building of the best possible motor car at the lowest possible price, and we think that we have done this in the Emerson 'Four.' From our past experience with other motor companies we believe that we can produce this car at the price we have set and that the quality will even improve with quantity production. We are prepared to face the same

CHANDLER SIX

It Wouldn't Add to the Value to Increase the Price

In line with general increase of motor car prices, there would be every justification for an advance in Chandler Price.

All material costs are advanced, labor is advanced. There is nothing that goes into the car or onto the car that costs less, but the price is still only \$1295. We believe our reasons for not advancing the price in the face of every conceivable excuse for advancement are based on sound merchandising principles.

You are not especially interested as to why we don't raise the price of the Chandler car to \$1395 or \$1495, but you are vitally interested in the fact that we don't.

\$1295, f. o. b. Cleveland, still buys the greatest of all medium priced cars.

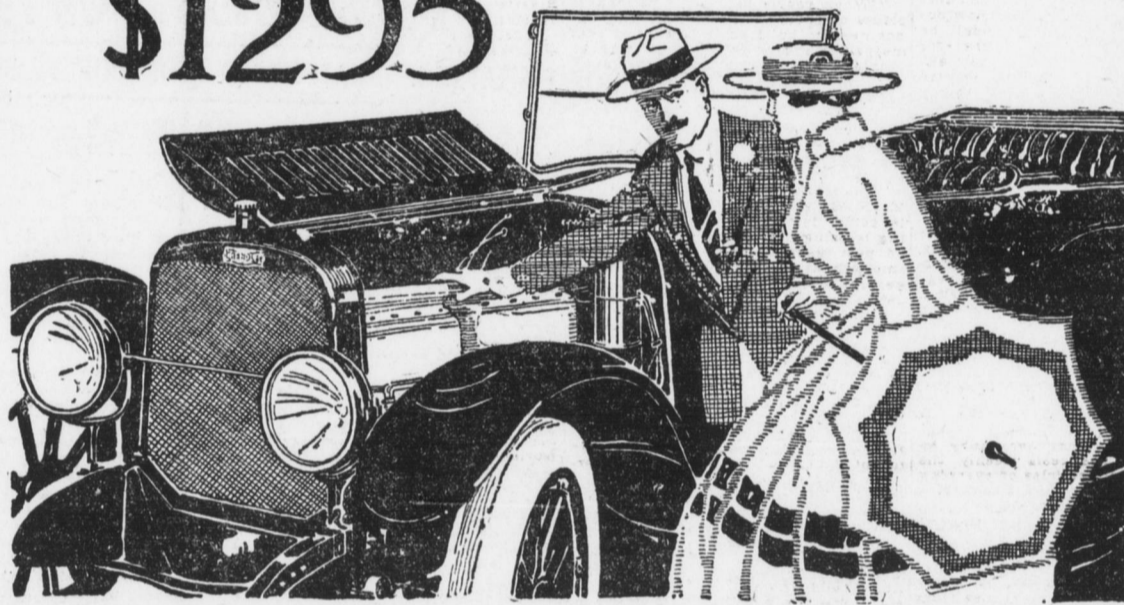
Seven-Passenger Touring Car	\$1295
Four-Passenger Roadster	\$1295

F. O. B. Cleveland

Andrew Redmond, Distributors For Central Pennsylvania
THIRD AND BOYD STS. Good Live Dealers Wanted For Open Territories
HARRISBURG, PA.

CHANDLER MOTOR CAR COMPANY, CLEVELAND, OHIO

\$1295



HORSE PLAY' NOT AN EMPLOYMENT

Compensation Board Lays Down the Law in Regard to Some Claims Made

Employees injured while engaged in "horse play" during hours of employment can not be considered as coming under the State workmen's compensation act, decides Chairman Harry A. Mackey, of the Compensation Board, in sustaining Referee Christley in refusing to award compensation to the dependents of Francisca Tomoska, formerly employed by the Pressed Steel Car Company in the Pittsburgh district.

The case presented some unusual features, Dr. Mackey finds. Tomoska and a fellow workman were cooling themselves with a compressed air hose and a current was directed in the course of what is termed "horse play" into the man's body, causing death. The decision says that the board regards the case as one concerning injuries "from sportive acts of fellow workmen in which the injured himself indulges." It is stated "There must be no confusion in the decisions that such injuries do not 'arise out of employment, x x x it seems to us that it would be at variance with common sense to find that where the deceased invited his companion to do what he did that he was 'in course of his employment' and indulged with his temporarily forsook his occupation, took himself out of the course of his employment and indulged with his companion in 'horse play' that ought not to involve his employer in any responsibility."

Frank Kramer Still Winning Many Victories



Frank Kramer once more showed his ability as a match rider by winning the Alternance bicycle race at the Newark Velodrome recently. Representing America, he was pitted against representatives of France, Canada and Australia, and came through with flying colors. Kramer finished first with 25 points; Dupuy, of France, and Spencer, of Toronto, tied for second honors, with 16 points, while Goulet of Australia was last with 15 points.

READING STARTS PAVING
Reading, Pa., Aug. 5.—Four hundred men have been put to work on the city's streets on paving contracts and on relaying street railways. The work is costing fully \$300,000, half of which amount will be paid by the city.

GIFT FOR COMMANDER
Members of Shepherds of Bethlehem, No. 30, presented Mrs. Cora Klug, the commander, who has been raised to post commander, with a beautiful set of linen.

Bentz Pleased With Sale of Great Jeffery Works

A bigger, greater Jeffery organization is seen by automobiles' world prophets as a result of yesterday's sale of the mammoth Kenosha manufacturing plant. Foremost among the purchasers of the Thomas B. Jeffery Company is Charles W. Nash, of Flint, Mich., a man with a nation-wide reputation for his constructive conservatism in the motor car industry. Mr. Nash took active charge of the management of the big plant on August 1, at which time his connection with the General Motors Company was completely severed. Announcement of the sale of the company, which is capitalized at \$3,000,000, came as a surprise to the automobile world. Exact figures giving the price paid for the stock were not made public. The present directors, Charles T. Jeffery, Harold W. Jeffery and Thomas M. Kearney, will continue for some time as directors of the new company. Under the new regime the aggressive policy of expansion inaugurated during recent years by the Jeffery company will be carried forward on an even greater scale.

J. A. Bentz, distributor for Jeffery motor cars and trucks, was enthusiastic over the news from Kenosha. He predicted under the new control a rapid development and further expansion of the Jeffery concern, which has been so marked during the last several years. "At this particular time," said Mr. Bentz, "there is nothing which could have a better effect upon the Jeffery organization. The remarkable progress made by the Jeffery company in its production of pleasure cars and trucks will be greatly enhanced by this new development in the organization. The downright goodness of the Jeffery products will continue to delight Jeffery owners, and I look for great big things to happen in the new organization."

ODD FELLOWS AT READING
The annual eight-county outing of the Improved Order of Odd Fellows, of which the lodge of Dauphin county are members, was held today at Carle Place, Reading. The feature of the events was a drill by the Rebecca drill team. The Ringgold band, of Reading, gave a band concert.

POULTRY FIELD EXHIBIT
The Central Pennsylvania Poultry Association held a field day at the poultry plant of S. W. Brightbill, on the Westtown Road today. Entries from Dauphin and other counties were on exhibition. J. T. Huston, assistant manager of Everybody's Poultry Magazine, spoke on various breeds of poultry.

The Automobile Racing Calendar

- August 5—*Speedway race, Tacoma, Wash.
- August 6-12—ational Touring week.
- August 11-12—Hill climb, Pike's Peak, Colo.
- August 17—Track race, Boise, Idaho.
- August 19—*Elgin road race, Elgin, Ill.
- August 26—100-mile track race, Kalamazoo, Mich.
- September 1-2—24-hour race, Sheephead Bay, N. Y.
- September 4—Track race, Newark, N. J.
- September 4—Speedway race, Cincinnati, O.
- September 4—Track race, Elmira, N. Y.
- September 4-5—Speedway race, Des Moines, Ia. (local).
- September 4-5—Track race, Spokane, Wash.
- September 9—Speedway race, Indianapolis, Ind. (local).
- September 15—Speedway race, Providence, R. I.
- September 18—Track race, North Yakima, Wash.
- September 29—Track race, Trenton, N. J.
- September 30—Speedway race, Sheephead Bay, N. Y.
- October 7—Speedway race, Omaha, Neb.
- October 14—Speedway race, Chicago.
- October 19—Speedway race, Indianapolis, Ind.
- October 21—Track race, Kalamazoo, Mich.
- November 16—*Vanderbilt cup race, Santa Monica, Cal.
- November 18—Grand Prize race, Santa Monica, Cal.
- November 30—Speedway race, Los Angeles, Cal.
- December 25—Speedway race, Los Angeles, Cal.

*A. A. A. championship award event in contest for Automobile Racers' national trophy and E. F. Goodrich bonus prize of \$10,000. Silvertown cord tires will be used by most of the drivers in A. A. A. championship events, and speedway contests.

SATISFACTION is the most essential thing in used car buying. Beauty, without durability, counts for nothing—A GORSON'S used car combines all that is desirable in used cars. You are assured of protection in your purchase, when you buy from us.

1916 CHALMERS Light car; used new; big bargain	1916 CHANDLER Touring car; used new; big bargain; great value.	1916 HUDSON Touring car; used new; big bargain; great value.
1916 CHEVROLET Roadster; "Ambury Special"; slight "used" reduction.	1916 DODGE Touring car; light, five-passenger; A-1 shape.	1916 MERCEDES Touring car; latest model; excellent condition; complete equipment.
1916 MITCHELL Roadster; run 2000 miles; extra equipment.	1916 STUDEBAKER Touring car; perfect mechanical condition; large discount.	1916 KISSEL KAR Touring; bought new one month ago; extra tire.
1916 HAYNES Touring car; A-1 condition; can be bought at a sacrifice.	1916 REO Touring car; excellent condition; run 1000 miles.	1916 MITCHELL Touring car; A-1 running order; extra equipment; 40 per cent. of the list.
1916 PULLMAN Touring car; practically brand new; \$475.	1916 BUICK Touring car; "D-45"; perfect running order.	

REBUILT TRUCKS & DELIVERY WAGONS.
GORSON'S AUTOMOBILE EXCHANGE
238-240 NORTH BROAD ST., PHILADELPHIA
SEND FOR FREE BARGAIN BULLETIN. AGENTS WANTED.

Let This Giant Crank Your Car

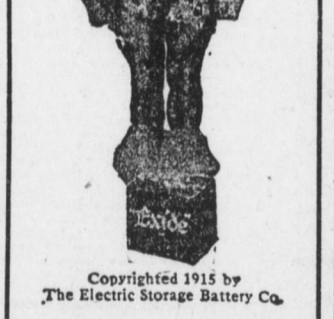
Get Our "Exide" STARTING BATTERY and assure yourself of a right start at the right time. All makes of Batteries recharged and rebuilt. Work guaranteed.

Excelsior Auto Co.
111TH AND MULBERRY STS. Harrisburg, Pa.
H. L. MYERS, Mgr.
Carbon Cleaning by Oxygen a Specialty

discouragement that the Ford and Hupp companies faced, for we feel that, like them, we will emerge successful."

BOY'S SKULL FRACTURED WHILE PITCHING QUITS

Lester Faenacht, aged 9, 1011 Perryhill street, was seriously injured last night while pitching horseshoes with Lewis Zimmerman, a playmate. A shoe pitched by young Zimmerman struck the Faenacht boy on the head and fractured his skull. He was placed in an automobile and hurried to the Harrisburg Hospital. His condition is serious. The accident was purely accidental, according to witnesses.



THE GIANT THAT LIVES IN A BOX

To Thresh Out West Shore Transfer Problem Soon

At a recent meeting between representatives of the West Shore Firemen's Union and the officials of the Valley Railway Company in regard to the issuing of transfers to passengers at the west end of the Walnut street bridge, nothing definite was accomplished. The union wants the company to issue transfers to passengers changing at the bridge for Lemoyne from Wormleysburg, and from Camp Hill to Lemoyne and White Hill. Another

CONTINUE CHILD LABOR DEBATE

Washington, Aug. 5.—The Senate continued debate to-day on the Child Labor bill which will be passed one day next week. Southern Senators fighting the measure are basing their opposition on contentions that the bill is unconstitutional. Senator Borah supporting the bill, is expected to attempt to get immigration legislation passed by adding it to the measure as an amendment.

Laminated Tubes

That's what you should use — made by Goodyear Tire and Rubber Company.
MOTOR SUPPLY CO.,
109 Market Street

The Apperson Roadplane is an absolutely frictionless car—the Roadplane fairly floats along the road—it is so free from all friction. Here is a piece of mechanism so perfectly attuned that you are unconscious of any mechanical effort whatever. It is in this important respect that the Roadplane rivals air craft.

Here is a motor that challenges the most acute ear—it is so silent, so noiseless, so free from the slightest vibration—truly the work of master men.

Sixes, \$1750.00	Eights, \$2000.00
Seven passenger touring car and the famous four passenger Chummy Roadster.	Seven passenger touring car and the famous four passenger Chummy Roadster.

E. L. COWDEN
Central Pennsylvania Distributor
New Display and Sales Rooms
108 MARKET STREET
R. J. CHURCH, General Salesman.