

26% More Light—No Glare

Glaring, dazzling headlights have caused the maiming and death of hundreds of people. With the ordinary headlight, the risks you run are great—of being hurt badly yourself, or of injuring someone else. Now, because of a remarkable new invention, you can get more light for night-driving, and positively eliminate all glare.

Wonderful New Headlight Lens

Legalite shoots the light downward and ahead, where it is needed, never higher than 42 inches from the ground at any distance from the car. It shoots this driving light, clear across the road, and from 250 to 500 feet ahead, snowing up every bump, every depression, every irregularity. In approaching the top of a hill it lights the road instead of the sky! While it gives this intense light where you want it, it blinds nobody—neither you, pedestrians, or other car drivers. Find out about



LEGALITE

It may some day save your life. It will add to your motoring pleasure whenever you drive at night. Come in and see why this lens conforms to every State and City law, why it is endorsed wherever known. You life may be a stake. At least see Legalite Lenses.

FRONT-MARKET MOTOR SUPPLY COMPANY

Service Station for Bosch Magnets, Speedometer Repairs, Prest O-Lite Storage Battery, Goodyear Tires and Tubes

Cole Makes Remarkable Mountain Road Records

After covering a route from the edge of the blue Pacific to a mile into the sky and combating almost every conceivable sort of road conditions, two Long Beach, Cal., men drove into the camp at Pine Crest, in the San Bernardino Mountains, on a recent Sunday morning after smashing nearly all the Southland's valley mountain road records. Driving a stock Cole eight, a car that has created new standards in the automobile world, the two pilots, H. B. Palms and H. Hunter, of the Palms Motor Company, covered the near 95 miles from Long Beach to the mountain camp in the record-breaking time of 2 hours and 3 1/2 minutes. Their trip was simply to show the public the efficiency of their car.

Reduced to minutes, their time for the wonderful performance was 183 1/2 minutes over a route 94.7 miles long, or an average over both mountain and valley roads of a mile every 11 minutes. The second hands of the watch ticked to 60 twice.

With Third street and American avenue in Long Beach as their starting point, the drivers were checked out by a committee consisting of W. N. Matthews, C. H. Harding, Long Beach newspaper man, and the committee for the "go" the stop watches registered just 30 seconds after 5 o'clock. At 8:04, barely more than three hours afterwards, the car pulled into Pine Crest, welcomed the car by the shouts of many campers, all of whom knew of the attempt to achieve a record of distinction in Southern California auto circles.

At the mountain camp the car was checked out by a committee consisting of Paul M. Entermann, W. F. Berry and S. Stone, who signed a statement certifying to the time of the arrival and the registration of the speedometer, which showed a total distance of 94.7 miles had been traveled.

While the clear early morning sky brought hopes of splendid atmospheric conditions throughout the trip, the drivers experienced their first big setback from bad weather as soon as they reached the Bixby hill on the Long Beach boulevard. There they were met by a great fog bank, into which they drove for nearly twenty miles. The roadway was rendered slippery by the moisture, while the fog obscured their vision so that extra care and precaution, and a lower speed than planned, were necessary to avoid any mishap. Near Downey a detour of about five miles was necessitated from a combination of a washout and road building, while to offset this bad luck at Bassett, on the valley road, the fog clouds lifted and the problems of the drivers were simplified.

Arriving in San Bernardino in 1 hour and 57 minutes, a distance of 79 miles as shown by their speedometer, the pilots stopped for seven minutes to take on oil and inspect their car. From San Bernardino to Pine Crest over a mountain road is a climb of 4,200 feet in altitude in a distance of 17 miles over thoroughfares which present grades ranging from 5 to 23 per cent. This portion of the drive was made in 57 minutes.

The drivers made the trip in two relays, Mr. Hunter taking the wheel from Long Beach to San Bernardino, while Mr. Palms took the car over the mountain roads of the switchback. Both faced conditions which would have been the Waterloo of any other drivers, but took their car through on record time.

Commenting on the splendid showing of the Cole eight, he said: "I consider this particular performance of the Cole eight as being without a peer in the Southland. It was our performance—the credit belongs to the car because of its splendid records for both endurance and speed. The car used on the trip was simply a stock car, the kind that you and John Jones buy when you walk into a car salesman and decide to let a Cole take you home. On the whole trip we never used low gear, making the heavy grades of the switchback on intermediate or high. On arrival at the camp one of the checkers put his face to the radiator and found it just barely warm. But one quart of water was used, and that was obtained at our point of destination in the mountains."

Willis Will Have Charge of Metz in Pennsylvania

W. B. Willis, well known in local automobile circles, has been made manager of Metz sales in Pennsylvania, with headquarters in Philadelphia. This announcement was made last week by Director of Sales R. A. Pickens, who was here from the Waltham, Mass., factory of the company.

The call for Metz cars has been so great in this State during the past few months, that it was only with the utmost effort that it could be supplied. With the high cost of gasoline, motorists turned to the economical Metz car in increasing numbers and the demand is still growing.

Mr. Willis will have complete charge of the dealers in Pennsylvania and will take special pains to see that their patrons get prompt delivery on Metz models. The cars will be shipped to Philadelphia in large lots and distributed from there.

In conjunction with the new plan of distribution, the company announces the opening of four Metz service stations in Philadelphia. This indicates Metz owners of a high standard of service.

"It was found that the Metz company can better serve the public through subdealers than through a branch," declared Mr. Willis yesterday. "By having a Pennsylvania headquarters we shall be in a position to come in closer contact with Metz owners and render them that superior service that is the policy of the Metz company."

"The desire for extreme flexibility, smoothness of motion, great endurance, lowest cost of operation, and beauty of coach work that motorcar buyers are now demanding, has created a desire for the Metz that requires full time at the factory to fill. The fact that Metz stands alone among automobiles with a gearless transmission is a most important factor in its popularity."

Retail Auto Business Undergoes Big Change

Among the different branches of the automobile business which have opened up golden opportunities for thousands of men, that of the retail dealer stands out prominently. It is the most remunerative vocations connected with the industry.

"The sale of motorcars at retail offers opportunities for making a big return on the money invested than almost any other business," is the opinion of J. R. W. Hunter, of the Overland-Harrisburg company.

"Practically every city of any size can boast of its automobile row and more often than not its location is in that part of town where real estate values are the highest and where the trade is the best. This is itself evidence of the automobile dealers' prosperity."

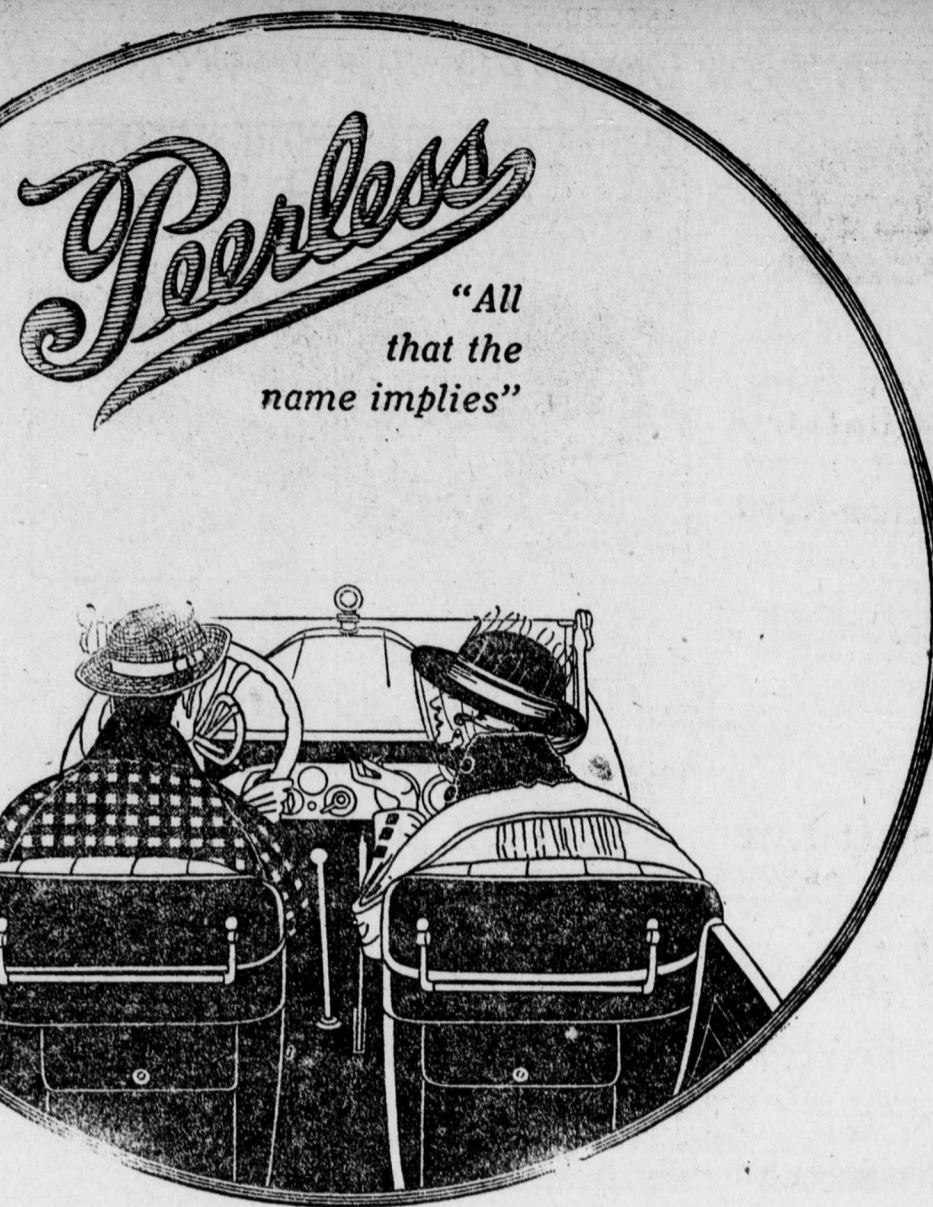
"The competition in selling automobiles is much keener than it was a few years ago. In the early days of the industry motorcar dealers were few and far between. It was not uncommon for half a dozen of the factory for the entire output of the factory. Neither the dealer nor the purchaser knew much about the construction of

a car and the word 'service' was unknown to the trade.

"The result was that after the dealer had sold a car he pocketed his commission and promptly forgot his customer. When the car came back for repairs the owner was informed that it would take weeks or months to secure a new part from the factory. To-day, the whole system of selling motorcars is changed. The successful dealer pays strict attention to his customer's wants. Service has developed into one of the most important factors in the business and the work up-to-date dealer sees to it that a sufficient stock of parts is carried to enable him to take care of any repairs quickly and economically."

Miller Rubber Company Issues Factory Paper

One of the factors that has had much to do with the remarkable efficiency of automobile and tire factories is the strictly modern spirit of co-operation between employer and



Peerless

"All that the name implies"

Two Distinct Power-Ranges

In its "loafing range," which covers all ordinary requirements, the Peerless Eight performs with the ease and grace you would expect in a car of such class and distinction.

And in this range it is on half rations, consuming so little fuel as to shame many a six—even many a four.

In its "sporting range" you have power and speed which few, even of the very finest cars, can show.

You need have no fear that any contender, no matter what its class, will "show you up" in a fair brush on the road.

Its two separate and distinct power ranges make the Peerless Eight perform like two separate and distinct cars.

Although you simply open the throttle wider to "reach" its "sporting range," you know instantly the minute you use it.

The car now responds with a deeper tone, its whole character is instantly changed, you have opened its double poppets—you are feeding it full fuel rations.

But you must drive the car to have any real appreciation of its wonderful performance.

Then you will know why this car has steadily outsold our production for nearly a year almost entirely on the recommendation of owners.

With the largest, most efficient force we ever employed, we have doubled the output—and are increasing at a rate that will double it again in another half year.

For the first time we can now promise prompt delivery of Peerless Eights.

See us and let us show you this car of class and distinction—both from a beauty and performance standpoint.

Three passenger Clover Leaf Roadster . . . \$1890
Six passenger Touring Sedan . . . \$2750
Seven passenger Touring Car . . . \$1890
Seven passenger Limousine . . . \$3250
All prices f. o. b. Cleveland

KEYSTONE MOTOR CAR CO.

C. H. Barner, Manager 1019-27 MARKET STREET Harrisburg, Pa.
The Peerless Motor Car Company, Cleveland, Ohio

Peerless Eight

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First class, fireproof Garage, open day and night. Rates reasonable.

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5-Passenger Touring	\$665
Roadster Type	\$540

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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	34x4 1/2	\$18.98
32x3 1/2	\$12.24	34x4 3/4	\$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

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KING

"The Car of No Regrets"

The King is the second oldest automobile in the United States; 1914 model \$1150
7-Passenger Touring .. \$1350

Good Territory For Live Dealers

King Car Sales Co.

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