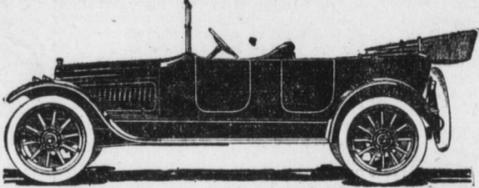




Overland Model 80

Surprising Values in 7 MODELS of the 1915 OVERLANDS

Model 81 Overland Roadster.....	\$795.00
Model 81 Overland Touring Car.....	\$850.00
Model 81 Overland Delivery Wagon.....	\$895.00
Model 80 Overland Roadster.....	\$1,050.00
Model 80 Overland Touring Car.....	\$1,075.00
Model 80 Overland Four Passenger Coupe.....	\$1,600.00
Model 82 Overland 6-Cyl., Seven Passenger.....	\$1,475.00



THE "CHANDLER LIGHT SIX," THE CAR WITH THE MARVELOUS MOTOR, TWO, FIVE, AND SEVEN PASSENGER BODY AT THE NEW SEASON PRICE OF \$1,295.00 F. O. B. FACTORY. IS THE SURPRISE OF THE AUTOMOBILE WORLD IN A HIGH GRADE, SIX-CYLINDER CAR, AUTO CAR TRUCKS. EXHIBIT ON THE STAGE

All F. O. B. Factory Prices

Andrew Redmond

Cor. 3rd & Boyd Sts. Harrisburg, Pa.

IMMENSE CROPS BASIS OF BUSINESS

Prosperity of Farmer Shown by Influence on the Automobile Trade

By W. W. Ramsey

(General Sales Manager J. I. Case, T. M. Company)

With the wheat crop of 1914 reaching the magnificent total of 891,000,000 bushels and the corn crop passing again on the two and one half billion bushel figures, and a market exceeding the demand of all former years, the prospects for the 1915 trade in America are brighter than for a decade.

The tremendous European upheaval may jar the balance of the old world for a time but prosperity here is bound to reign throughout the year. Already the districts surrounded by the great grain fields of the west have begun to exert an influence on the automobile trade that will restore much of the confidence that disappeared last summer. Then the mania for restrictive legislation that seemed to grasp parts of the country, has almost wholly disappeared and on top of this has come the favorable action of the Interstate Commerce Commission for higher freight rates.

No institution in America engaged in the manufacture of automobiles is in closer touch with the farmer than the J. I. Case T. M. Company and we find that in addition to the magnificent grain field, the economic position of the farmer is most favorable to take advantage of the demand and the high prices produced by the orders from abroad.

It is not an unusual condition to find farmers holding most of their 1914 crops for even higher prices than are now offered in the markets of the world. They realize that America must feed a great many more people this coming year than ever before in her long and prosperous history and while heretofore they have received a good price for their crops he is now in position to borrow more money than ever on his grain and consequently can hold it longer before selling it.

There was a time when the farmer seldom travelled a great distance or received any information of affairs throughout the world except what was brought by hearsay or he learned second hand through his weekly paper. But the inception of the automobile and its great popularity has changed conditions so that not only the parcel post has been added to the many advantages of the motor car, but travel a long way to-day and become more enlightened on economic conditions than was dreamed of in the past.

Based on the action on the exports of grain in 1914 compared with 1913, the farmer to-day looks forward to 1915 as a year when he can have a new automobile and all the other things that he heretofore thought entirely out of his reach. The total value of the grain shipped out of the country in 1914 was \$340,841,000 against \$290,853,000 in 1913. In 1915 it is believed that the total value will come from the export of grain will reach the \$500,000,000 figure and when the farmer reaches the benefit from this great trade the whole country will be immensely benefited.

The present market for automobiles has held its own in the cities and towns but in the rural districts the demand has greatly increased.

With the farmer satisfied and optimistic and the iron and steel industry recuperating from its 1913-14 attack of paralysis and the railroads dissipating the mercantile current of hesitation, which marked the activities in 1914, the general conditions look mighty favorable for 1915.

Phenomenal Achievement Claimed For Chevrolet

In speaking of the recent performance of the Chevrolet, George B. Zech, of Hottenstein and Zech, said: "That sensational race through desert, mountains, cactus plains, swollen rivers—673 miles, a \$750 Royal Mail Chevrolet dash from Los Angeles to Phoenix, Ariz., in 26 hours, scoring fourth place in a field of twenty starters. Only six of the twenty survived. The Chevrolet was only led in its class, but defeated cars of much higher price, including Cadillac, Buick, Stutz (driven by Burns), Cole, Simplex, De Dietrich, Kissel, Thomas, Maxwell Special and other makes. The first day's run—303 miles—the Chevrolet was the first car to reach the night control at Needles, Cal., time, 8 hours 52 minutes, being second in elapsed time, six minutes slower than Oldfield—"The Master Driver of the World"—in his high-powered Stutz racer.

Phenomenal Achievement Claimed For Chevrolet

Comparatively few people realize what this gruelling dash means. There is no contest like it in the East or Middle West. Threading over steep, narrow mountain trails, covered with sharp, flinty boulders; ascending and descending full of treacherous turns; through barren desert, quicksand washes; blinding, powdery, alkali dust which blows and chokes the drivers—as this was encountered. Through torrents of rain; fording deep, swollen streams repeatedly; over bumps that strain and bruise driving crews almost beyond human endurance, as well as racking most cars to pieces—these were a few conditions with which competitors had to contend on the 673 mile route. Only cars of the stamina of the Chevrolet can stand such racking and pounding.

Detroit Eight Inspected by Many Since Its Arrival

The interest and enthusiasm which the eight cylinder Detroit created both at the New York and Philadelphia Automobile Shows has reached a climax since Conover and Mahring received their model yesterday. The car affords a new sensation to the motorist heretofore accustomed to a four or even a six-cylinder car.

One of the most noticeable features in the new "eight" is the remarkable freedom from vibration, due to the light and exceptionally strong reciprocating parts which are made of special alloyed steel, machined to a close margin, giving almost perfect balance.

With the new eight-cylinder Detroit it is possible to attain maximum speed within the distance of an average city block. The "get away" powers of the eight are a revelation. Another impressive feature of the Detroit eight is its wonderful hill-climbing ability of the Detroit.

The superb finish and equipment of the new Detroit eight is a revelation in modern motor car building. All recording instruments are combined in one unit and every controlling feature is instantly accessible to the driver.

Firestone

Tires Win Venice Grand Prix Race at Los Angeles BARNEY OLDFIELD IN A MAXWELL Finishes First Traveling Three Hundred One Miles at Sixty-eight-and-one-half Miles Per Hour Without a Stop

Over this hot macadam road which ground down tires like a giant emery wheel, Firestone tires again achieved an international victory March seventeenth.

Ninety-seven laps were covered in this race which meant that each of three right-angled turns were rounded ninety-seven times, an additional terrific tire test. Out of nineteen entrants only six finished the race, so severe was the test of men, machines and tires.

This is only one of the many drastic tests through which Firestones have come victorious in recent months.

In the Los Angeles-Phoenix Road Race the celebrated "Cactus Derby" Firestone tires finished first, second and third and in the El Paso-Phoenix road race run at the same time Firestones won first. These two gruelling races over twelve hundred miles of frequently mountain and desert roads also put tires to unprecedented tests.

Study the reasons for this service in the illustration and compare Firestone prices with the prices of ordinary tires. Then you will always use the tire of most miles per dollar.

Firestone Net Prices to Car Owners

	Case Round Tread	Case Non-Skid	Grey Tube	Red Tube
30 x 3	\$ 9.40	\$10.55	\$2.20	\$2.50
30 x 3 1/2	11.90	13.35	2.60	2.90
32 x 3 1/2	13.75	15.40	2.70	3.05
34 x 4	19.90	22.30	3.90	4.40
34 x 4 1/2	27.30	30.55	4.80	5.40
36 x 4 1/2	28.70	32.15	5.00	5.65
37 x 5	35.55	39.80	5.95	6.70
38 x 5 1/2	46.00	51.50	6.75	7.55



Actual Size 5-inch "Non-Skid" FIRESTONE

Fig. 1. 7 plies of Sea-Island fabric in Firestone—some are saturated with 6.

Fig. 2. Extra coating of finest rubber between fabric layers in Firestone—not in the ordinary.

Fig. 3. 1/4 inch Pure Para Rubber cushion layer in Firestone—none in the ordinary.

Fig. 4. 3-32 inch Breaker Strip of Sea-Island fabric and high-grade rubber in Firestone—less in the ordinary.

Fig. 5. 1/2 inch Tread, tough, resilient, gripping in Firestone—less in the ordinary.

Fig. 6. 1/4 inch side wall of strongest rubber in Firestone—less in the ordinary.

Fig. 7. Firestone Bead, built into tire specially for clincher rims in Firestone.

In the ordinary tire the clincher part of bead is only a patch applied to straight side type to fill "clincher" space.

Yet you pay only \$39.80 for this 37x5 inch Firestone NON-SKID—20% below the average of four widely advertised makes.

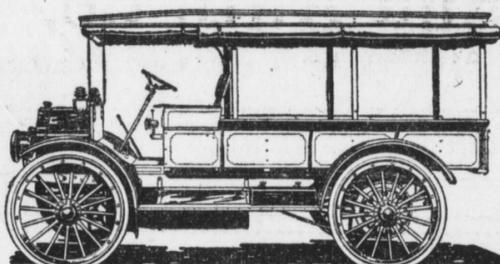
THE TIRE SHOP, 108 Market Street, Harrisburg, Pa. Distributors for Firestone Tire and Rubber Company, Akron, Ohio, "America's Largest Exclusive Tire and Rim Makers"

Two and Seven-tenths Cents Per Mile With Reo

Dr. N. W. Hershner, of Mechanicsburg, has been a Reo enthusiast for a great many years. He owned a number of other makes of cars before he got his first Reo in 1911. Since that time he has had nothing but Reo cars. Dr. Hershner drives an average of one thousand miles a month, winter and summer and as his practice is very

much in the country, he encounters some very hard roads. The doctor has kept a very accurate account of all the expenses of his Reo automobile from January 1, 1914 to January 1, 1915, and the cost of operation, including tires, oil, gasoline, repairs, upkeep and every conceivable expense except the garage which he owns, is \$449.99 or an average of 2 and 7-10 cents a mile. This, like Dr. Farnster's report on the upkeep of a Reo car is not exceptional mileage.

WHY NOT BE A SATISFIED PURCHASER?



When you buy an International Motor Truck, you buy service and will experience economy.

We are manufacturers and maintain a thoroughly reliable service station in Harrisburg, and are here to stay.

The new 1915 Models are now on exhibit at the International Motor Truck Department, at 619 Walnut street, and you are cordially invited to call and inspect them and receive a demonstration.

We never change agency, but the International banner floats over this headquarters always.

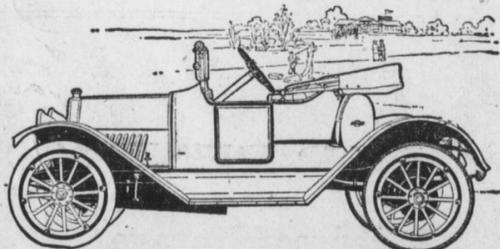
Remember the name—The International Motor Trucks. Remember the location—At 619 Walnut street. Remember the slogan—"He profits most who serves best." Come and tell us about your delivery problems. We can help you.

Free transportation furnished from the International Headquarters to both automobile shows.

International Harvester Co. of America (Incorporated)

International Motor Truck Department, 619 Walnut Street OTHER BRANCH HOUSES AT PITTSBURGH, PHILADELPHIA, ELMIRA, BALTIMORE AND PARKERSBURG.

The Monroe, \$460



Beautiful, comfortable, complete, and built to give satisfactory service from the best materials money can buy. The final achievement of men with years of experience in automobile engineering and are built under their personal supervision.

Has streamline body, left-hand drive, center control, roomy, deep, upholstered seat; mohair top with curtains and cover, wind shield, electric lights, etc. Electric starter only \$35 extra. Specifications and illustrations sent on request. Demonstrator now here.

Hottenstein and Zech Auto Show, Kelker Street Hall. Address, City Garage.

Haynes Will Have Exhibit at Frisco Exposition

A Haynes Light Six Model 30 chassis will be exhibited at the Panama-Pacific Exposition, San Francisco, in the Palace of Transportation, on the water, on land, and in the air, but the automobile section is expected to be the most extensive division. The automobile booths, which occupy the entire eastern half of the building, will be uniform in design and there will be no railings or partitions between exhibits. The decoration of the automobile section comprises some very appropriate panoramas, that, though serving as mural decorations, are in reality topographical maps.

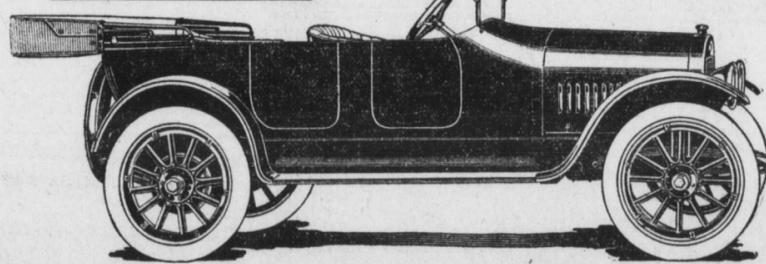
The Lincoln Highway is shown in this manner on a scale of about 10 miles to the foot, so as to form one gigantic panorama over 350 feet in length. All colors of the various sections of the country through which the Highway passes are accurately represented. Other sections of the United States are exactly reproduced in the form of these maps that give the impression of looking over vast areas.



ENSMINGER MOTOR CO. THIRD AND CUMBERLAND STS. DISTRIBUTORS.

Another Jackson Triumph Old-Time Sturdiness in New Garb

JACKSON "44" \$1250



The new Jackson "44" has met with instantaneous success. Dealers and buyers alike are enthusiastic over the exceptional value of this car at \$1,250

Its distinguished appearance and perfect finish have aroused universal admiration. Its full streamline body is the equal, in style and symmetry, of the highest priced cars. And above all, it has the durability and mechanical perfection for which Jackson cars have always been famous.

THE REFINEMENTS ARE COMPLETE—flush doors, concealed hinges, one-man top; two-piece rain-vision windshield, crowned fenders and rounded radiator front. Ignition and lighting switches, speedometer, ammeter and oil gauge are all grouped on a metal instrument plate in the center of the dash, all illuminated by one dash light.

Two Other Models for 1915:

Jackson "48" A Medium Priced SIX

Olympic "46" A Big Power FOUR

"No Hill Too Steep, No Sand Too Deep"

Don't Fail to See Them at the Show, Kelker Street Hall

Harrisburg Salesroom, 334 Chestnut St. P. H. KEBOCH, BERRYSBURG, PENNA.

DISTRIBUTOR FOR EASTERN PENNSYLVANIA

Try Telegraph Want Ads.