



In a few weeks the Blue Birds will sing and the Spring Buds will be on the trees and everybody will want an Automobile, then the good cars will be hard to get.

# Place Your Order Now and Take Your OVERLAND

as soon as you can get it. There is not such a value in any Automobile on the American market as found in the Overland—114 wheelbase, 4-inch tires, floating rear axle, Timpkin rolling bearings, electric lights, \$50 speedometer, clear vision ventilating windshield, deep cushions, mohair top with top cover, robe rail, foot rest.

## 35 Horse Power Motor Cylinder

Cylinders cast separate, with 5-bearing crank shaft and natural cooling. Delivered in Harrisburg for

### \$985.00

And With Gray and Davis Electric Self-Starter, \$1,110.00

Compare these specifications with any other automobile and you'll cash the Overland.

Roadsters, Touring Car and Delivery all the same price. Send for catalogue.

## Andrew Redmond

Third and Boyd Sts.

HARRISBURG, PA.

Distributor for Dauphin, Perry and Cumberland Counties.

## PARTIN-PALMER CAR BEING SHOWN IN CITY

### Six Passenger Touring Type That Was Among the Newest at National Shows

S. H. Daddow, distributor for the Partin-Palmer cars in Central Pennsylvania, arrived in Harrisburg last evening with his six-passenger touring model and has been demonstrating the merits of the new car to a number of interested parties. The well-known local tests over the Berryhill, Crescent street and Reservoir Park roads have been negotiated and others that have been suggested.

These cars are in use in all the States and in foreign countries. The car is made by the Partin Manufacturing Company, of Chicago. The six-passenger touring has a 115-inch wheel base, is very attractive in design and sells for \$975, completely equipped. Electric starter and lighting equipment may be had when desired. The specifications and regular equipment are as follows:

A. C. Mason's latest design 1914 wonderful four-cylinder motor with enclosed valves, guaranteed to develop thirty-eight horsepower; high tension magneto; large Mercedes type radiator; combination gear pump and splash system of lubrication; latest improved center control system; large steering column with 18-inch steering wheel; 15 1/2-inch leather faced cone clutch with adjustable pick-up springs; rear tire irons and extra demountable rim; excellent painting finish and luxuriously upholstered; 32x3 1/2-inch wheels and tires regular, or option of 33x4-inch oversize tires at actual difference in cost; selective sliding gear transmission with three speeds forward and reverse; three-quarter floating rear axle; double internal expanding brakes and 14-inch brake drums; auxiliary seats to fold back of and under front seat; large and roomy six-passenger body; equipment includes top, curtains and hood, windshield, speedometer, preet-o-lite tank, five lamps, horn, tool kit, repair outfit, Jack, pump, etc.

Mr. Daddow will remain in Harrisburg over Sunday, having registered at the Commonwealth Hotel.

## Annual Motor Club Meeting at Chestnut Street Hall

The election of officers and the annual meeting of the Motor Club of Harrisburg will be held at Chestnut Street Hall Tuesday evening, February 9. Cards have been sent out by Secretary Myron. Refreshments will be served and all members are requested to be present.

## Reo Truck

1 1/2 to 2 Ton

New Price (Chassis)

\$1650

Loading Space 10 to 12 Feet

Reo-Mack-Chase Truck

Reo-Stevens-Duryes Pleasure Cars

Harrisburg Auto Co.

Third and Hamilton Street

## MID - WINTER PRICES

—ON—

### Used Automobiles

Here's a tip for you, Mr. Wide-awake. Do you know that these dull winter days will buy more automobile value than can be had when the Spring sun begins to peep through the clouds. We have a number of used cars that we will let go at interesting figures.

CRISPEN MOTOR CAR CO. 413-417 S. CAMERON ST.

## Auto Storage

REPAIRS AND SUPPLIES

PAUL D. MESSNER

Agent for Stanley Steamer Cars

Rear of 1117 NORTH THIRD

## WHOLE ORGANIZATION LIVES UP TO SLOGAN

### Unexpected Application of Catch Phrase Known to All Motorists

By E. R. BENSON

(Vice-president the Studebaker Corporation.)

Readers of advertising the world over are thoroughly familiar with many of the short, pithy phrases which come to associate with various commodities. Most of us can name off-hand at least a dozen of the best known. As a rule they are something more than well-worn sentiments in price of goods. Sometimes one of them is almost photographic in its production of the moving sentiment of an entire manufacturing and sales organization. This convincing sort of slogan is, in fact, the one that the reader bears longest in mind.

For some time, our advertising has featured the phrase "Buy it because it's a Studebaker." Often I am asked where this sentiment was first phrased in its adopted form. And always I am forced to admit that we don't know. One of our dealers insists that it was first heard in his sales room from the lips of a Studebaker owner who had escorted a friend to his store and was helping the salesman in his proof of Studebaker superiority. There is a traveling representative on our staff who insists that he brought such an incident back to the factory from one of his trips, and told to a number of friends. At the South Bend Studebaker headquarters there are veterans who insist that "Buy it because it's a Studebaker" dates back, in its first application, beyond the days when automobiles were known as horseless carriages.

Whatever its origin, we all know that since we have been using the phrase in our advertising, it has become a focus of Studebaker sentiment to which every member of our organization looks often, consciously or unconsciously, for guidance in his day's work.

The first rough sketch made by a Studebaker engineer is all the better for the fact that the engineer knows people will be buying his embodiment in steel "Because it's a Studebaker."

The same sentiment is in the minds of our manufacturing department, and a workman takes additional pride in the efficiency of his machine, the output of which commands a market. "Because it's a Studebaker."

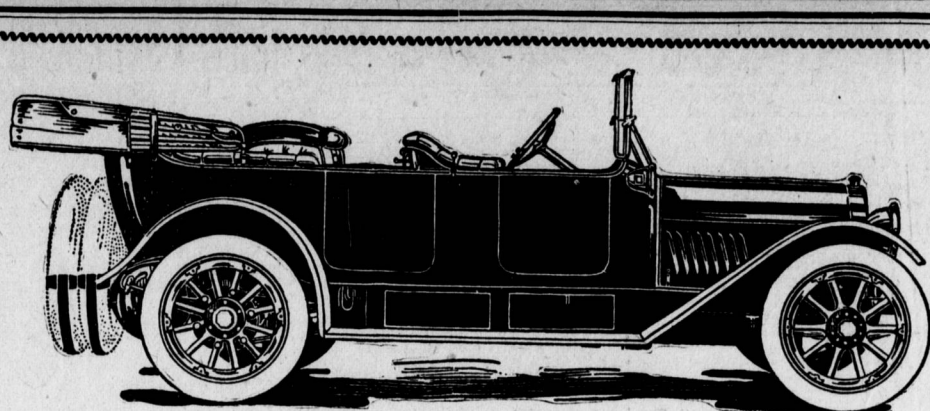
In the sales organization, the slogan has a still different meaning. There it symbolizes Studebaker service. Men who own Studebaker cars say "Buy it because it's a Studebaker" to their friends, basing the advice not only on the performance of their own cars, but also on the fact that they have themselves tested Studebaker service and know that it is prompt and efficient.

Of course, these sentiments had animated our organization long before the Studebaker slogan was ever set up in cold type. Were this not true, the slogan would never have been born. There it symbolizes Studebaker service. Men who own Studebaker cars say "Buy it because it's a Studebaker" to their friends, basing the advice not only on the performance of their own cars, but also on the fact that they have themselves tested Studebaker service and know that it is prompt and efficient.

## Abbott Local Branch Makes Many Improvements

C. D. Stewart, eastern representative for the Abbott Motor Company, is having a number of alterations made at the local factory branch, 106-108 South Second street. The elevator is being walled in, the floors rebuilt and the glass front improved. When the alterations are complete the decorators will transform the walls, ceiling and floor into an attractive modern showroom. These needed changes will add materially to the appearance of the building as well as harmonize with the elegance of the new line of cars of the Abbott Detroit, a full line of which will generally be in stock at this the principal distributing point for the eastern territory.

Mr. Stewart reports regular shipments and deliveries being made, and the increase in business having justified the addition of another salesman. E. E. Hoin has associated himself with the local office.



# We Don't Know It All BUT

## We Do Know the Abbot Detroit is the BEST Car Proposition You Can Get and Here Is the Answer for it

# Real Continental Motors

Some cars claim to use Continental Motors when in REALITY they use only motors designed by themselves and built by the Continental Motor Co. There's a BIG difference, and the difference is MUCH in favor of the REAL Continental Motor. MAKE US PROVE IT.

In addition to the motor which is the HEART of a car, we have the WARNER TRANSMISSION, SPICER UNIVERSAL JOINTS, TIMKEN BEARINGS and the AUTO-LITE Electric Starter and lighting system. A combination with no superiors.

In justice to yourself examine this "BULL DOG LINE." It's worth an investigation. If COLUMBUS had not INVESTIGATED he would not have discovered America.

We have both FOUR and SIX Cylinder Models and each model has embodied in it

## Durability, Economy, Individuality and Refinement. Think It Over. Remember Our Service Department. It's Right.

Inflate your tires from our Free Air Station on pavement in front of our salesroom.

# Abbott Motor Car Co.

106-108 S. 2d St.

Harrisburg, Pa.

BELL PHONE 3593.

# USED CARS

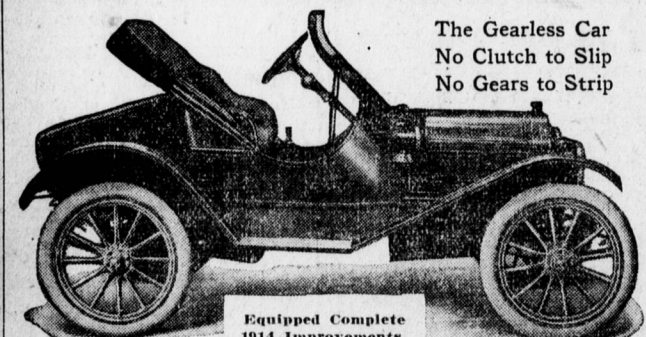
- 1—1912 36 Chalmers Touring Car, self-starting, electric lights, nickel plated trimmings, repainted and in first-class condition.
- 1—1912 36 Chalmers Torpedo, self-starting, power time pump, demountable rims, repainted and in first-class condition.
- 1—1912 Chalmers 30 Touring Car, fore door, body repainted and fully equipped and in first-class condition.
- 1—1911 6-60 Kline seven-passenger Touring Car, demountable rims, nickel trimmed, overhauled, good paint and in first-class condition. A bargain.
- 1—1912 4-40 Kline five-passenger, overhauled, repainted and in first-class condition.
- 1—1908 Pierce Arrow five-passenger touring, extra tires, Warner speedometer, bumper in very fine shape. An excellent car to turn into 1200-lb. truck.
- 1—1913 Studebaker 25 Roadster, only used short while for demonstrating purposes, revarnished, 1 extra tire, in excellent shape. A bargain.
- 2—1909 Model K Pullman, pony tonneau overhauled and in first-class condition. Bargains.
- 1—1912 E.M.F. Touring Car, in excellent condition and fully equipped. A bargain.
- 1—1911 Model K Pullman, five-passenger touring, fully equipped and good condition. Splendid car for turning into 1,000-lb. truck.
- 1—Model D Franklin touring. A snap.

## Keystone Motor Car Co.

1019-1025 Market Street

## AS A HILL CLIMBER

the METZ "22" has no superior. It will climb hills as fast as any car made, regardless of its price. The METZ engine develops more than one horsepower per 50 pounds of weight, hence its great reserve power.



The Gearless Car  
No Clutch to Slip  
No Gears to Strip

# METZ "22" \$475

WINNER OF THE GLIDDEN TOUR

A remarkable example of low price and minimum cost of upkeep combined with the essential features of the strictly up-to-date car. A thoroughly practical car. The ONY car in the Glidden Tour that held a PERFECT SCORE for the entire eight days of the race. Call and investigate, or Phone or Write for Catalog

## MONN BROS.

17th and Swatara Streets, Harrisburg

## CHALMERS

"Thirty-six" (4 and 5-passenger) \$1,775  
"Six" (6-passenger) \$2,275  
"Six" (2 and 4-passenger) \$2,175

## STUDEBAKER

4-Cylinder, five-passenger \$1050  
6-Cylinder, seven-passenger \$1575

FULLY EQUIPPED

## KEYSTONE MOTOR CAR CO.

1019-25 Market Street

## Motorcycles Effect Great Savings Over Horses

"Two single-cylinder Indian motorcycles in the service of the Housatonic Power Company, New Haven, Conn., saved \$360 in team hire in seven months, and covered hundreds of miles more territory far quicker than the teams previously used for the work," points out the West End Electric and Cycle Company, local distributor, in emphasizing the advantages of motorcycles in this field.

"The machines were placed in service May 1, and the total operating and upkeep cost to December 1 was \$63.50. The following instance is characteristic of how the machines made good: On one ten-mile run, which was covered several times weekly, the team required one and a half hours each way, while a motorcycle did it in thirty minutes, saving two hours on this trip alone. The use of motorcycles enabled the inspectors and service crew to cover the territory more frequently and at less cost than with any day and night and is obliged to heretofore used. The company is so well pleased with the showing made by the motorcycles that it will place several more in service this year."

## Cadillac Covers 105,000 Miles in Two Year's Service

One hundred and five thousand miles in two years is the actual record made by a Cadillac used in the service of the police department of Birmingham, Ala. This patrol is in service day and night and is obliged to make its runs in all conditions of weather and over all kinds of roads. In spite of the hard wear it has received, and the extra weight it carries the car is apparently good for many more thousands of miles.

The patrol wagon was built on a standard Cadillac chassis with a body built in Birmingham, which weighs 700 pounds more than the ordinary body of a five-passenger Cadillac. Frequently the car carries from 12 to 15 passengers in addition to this extra weight.

## The "Auto Paint Shop" to Be Opened by Redmond

Andrew Redmond has made arrangements to open a paint shop devoted exclusively to the painting of automobiles. For the present quarters have been secured in the new garage in North Fourth street, between Hamilton and Kelker. John Kurtz, for years in charge of Mr. Redmond's paint department preceding the fire, will have charge of the new paint shop.

Eleven Overland orders for April delivery are reported by Mr. Redmond. Three of these were taken this week.

## Man Whirled About by Machinery, Dies

Whirled about in the air by machinery in which he was accidentally caught at the Lalance-Grosjean plant this morning, Samuel W. Heave, of Lucknow, was so badly injured that he died a few hours later at the Harrisburg hospital.

Heave was taken to the hospital shortly before 11 o'clock and died at 1:35. Both his legs were broken and his right arm was fractured in several places. The entire right side of his body was crushed.

When the machinery was stopped, the man's body was hanging on the belt at the ceiling. How he became entangled in the shaft is not known. He worked in the punching department at the tin mills.

## HISTORY REPEATS ITSELF

- Two years ago the 1912 Cadillac with its Electric Lights and Starter caused the Automobile World to stand in wonder.
- Manufacturers hesitated, then their Ad-men and Salesmen began the "anvil chorus," while the engineering corps secretly got very busy chasing after anything that sounded like electric starter.
- But the public saw relief from the hated cranking, and annoying lights, and in spite of loud protestations they took a chance on 12,000 Cadillacs with the "complicated" contrivances.
- Their faith in the Cadillac was not betrayed—their dream was realized.
- History is again repeating itself. This time the hammers are directed on the Cadillac two-speed rear axle.
- But, fortunately, the automobile enthusiast courts improvements, and is willing to be convinced—And, he can readily see that if a manufacturer can make one pair of gears, he ought to be able to make another pair differing only by a few more or less teeth. Also, if he has proven by years of experience that it is possible to design mechanism to satisfactorily make four or more shifts in the ordinary transmission where there are eight or more gears, certainly he should be able to contrive to make a shift between two gears in the rear axle.
- The public is convinced, as is evidenced by the fact that they have already purchased nearly as many 1914 Cadillacs as the next three largest builders of cars selling at or above the Cadillac price combined.
- The great advantages of the quiet double direct drive, no one contradicts, but you can more thoroughly appreciate it after riding in the car.

CRISPEN MOTOR CAR COMPANY  
413-417 South Cameron Street.



THE more you know about other cars the better you will like the Hudson. The leading American Six, built by 48 engineers. Sold by

## I. W. DILL, Harrisburg, Pa.

Catalog Mailed on Request

## AUTO PAINTING

### Wagon and Auto Delivery Body Building Repair Works a Specialty

During the next month or so your automobile will be almost idle. Save that month's storage bill, and more, by having us paint and varnish it to look like new.

Get in before the rush starts. Satisfaction guaranteed.

## Eureka Wagon Works

A. H. Bailey. Bell phone 13497. 614-16-18 North St.

## MILLER NON-SKID TIRES

### Grip the Road Like a Cog-Wheel

STERLING AUTO TIRE CO. 1451 Zarker St.

## VULCANIZING