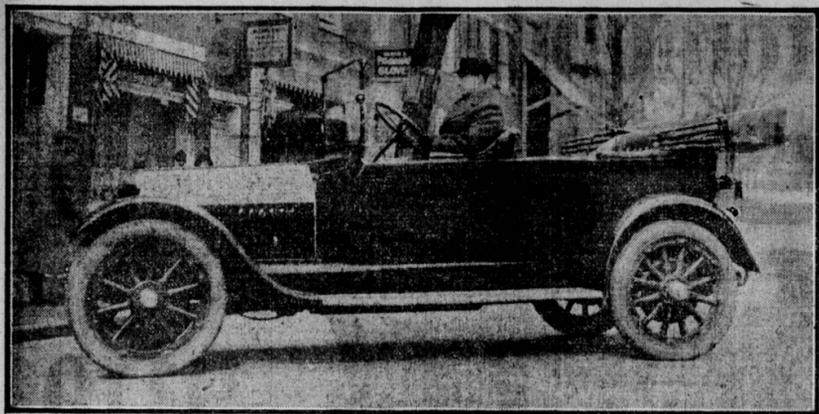


ROBERT L. MORTON IN CHALMERS SIX



The Chalmers Sixes, the Studebaker Fours and Sixes, and the new little Saxon roadster are represented by Robert L. Morton, manager of the Keystone Motor Car Company. Models of these makes will be displayed at the show, besides a stripped chassis of the Chalmers "Six." In addition to the local agency for these cars, the Keystone has the wholesale distribution for a number of counties throughout Central Pennsylvania.

THREE MILLION ARE SUPPORTED BY AUTOS

Comprehensive Analysis of Industry by Mitchell May, New York's Secretary of State

"Over 1,146,000 motor cars of all descriptions in use in the United States were registered in the several States last year, and of this number 83 per cent. were pleasure cars, and the remaining 12 per cent. commercial, this proportion being based upon the registration returns in New York State, where of the total registration of 125,000 motor vehicles, upwards of 15,000 were commercial," says Mitchell May, Secretary of State.

"As may be inferred from these figures, motoring has been the means of building up a vast industry. The United States Commerce and Industry Report, recently made public, shows that the number of foreign cars imported into this country during the past three years has been negligible, less than 4,000, while the number exported has been enormous, figures which speak well for the soundness of the American product, especially when it is to be remembered that it is but three or four years since our export trade was insignificant, while a large number of motor cars in use at home were of foreign make.

"As a matter of statistics, 94 per cent. of the cars used in this country are of American manufacture, and if a comparison were made upon values this percentage would be still higher, for it can be safely computed that the motor cars owned in the United States aggregate a present value of nearly two billions of dollars, an estimate placed upon a basis of rating one-half of the total number of cars registered last year at \$1,000 each, and the remaining half at \$2,000 each, both figures being exceedingly conservative, as the price of motor cars varies from as low as \$400 to as high as \$6,000 for the six-cylinder limousine. The statistics further show that close to \$600,000 was spent upon the purchase of new cars by American motorists last year, and to this sum is yet to be added the value of the accessories, the supply of which forms a very substantial branch of the motor car trade.

"License Fees a Great Expense "But the annual expenditure for new machines, large as it is, is not all the expense, as the cost of running is heavy, witnessed by an industry which motoring has built up, namely, tire manufacturing, which is becoming almost as large as the motor-car-building trade itself. Next to the tires is the cost of oil, which is among the heaviest of the motorist's expenditures. Besides the cost in repairs, renovation, and periodical overhauls amounts to many millions, while added to this is the sum of the annual registration and license fees, which, since 1911, when a careful collection of statistics from thirty-six States was made by the Secretary of State's office, amounted to exactly \$2,746,938.

55. Since that time, especially during last year, over twice this license record was shown, totalling approximately \$9,500,000 in license fees.

"While many owners keep their cars in stables converted to a new use, a large number of motor vehicles are stored in public garages, or in buildings especially rented for that purpose, and the cost of this service must aggregate a large sum, although perhaps the heaviest expense of all is in looking after the driving and care of the cars, the need for which has opened a new calling of vast extent. The actual number of professional drivers licensed in this country during 1911 was 174,087, and since that time the number in this country has increased four-fold. If the wages of these chauffeurs were fixed at a rate of \$15 per week, and the compensation of others employed about the car were added, the total would reach upwards of eleven millions annually, and thus the running expenses of the motorists added to the purchase cost and incidentals, would reach the enormous aggregate of some billions of dollars.

"But these figures cover only the direct expenditure upon cars and their operation and do not take into account the moneys expended indirectly in connection with motoring, such as the cost of suitable clothing, hotel, and traveling expenses while touring, which must add several millions to the total amount. The spending of this money benefits, directly or otherwise, a great number of people, especially the industrial classes. The proportion of direct labor expended in the actual production of the car varies greatly according to conditions under which it is produced. It is low where highly organized machinery is engaged in the production of the standardized mechanical details of the chassis, and correspondingly high in regard to the parts of the body to which standardization cannot be applied.

"Indirect Cost of Motoring "The average of direct labor upon the car is small, but this does not by any means cover the entire cost to the motorist, as it only covers the labor directly employed upon the construction in the motor-car manufacturing. There are, in addition to the items of rent, rates, and taxes, heating, lighting, and power, the wages of the unskilled labor throughout the works, the salaries of the managers and the staff of supervisors, the highly skilled draughtsmen and the testing and clerical assistants who deal with the supplies and keep check on the work. Moreover, the manufacturers' purchases are high in the way of material which is not 'raw,' but the finished and partly finished products of other trades. When a machine is finished, still more labor is required for its distribution and sale, and there is a large staff of clerks in taking care of and selling cars, of several firms, managers, travelers, and salesmen, and thousands of depots and agencies all over the country and foreign lands, all employing labor in the way of the motor car trade.

"From the first to the last over one-half of the cost of the motorcar represents labor, while the balance is not manufacturers' profit, but such items as rent, rates, fuel, lighting, heating, advertising, traveling expenses, office expenses, agents' commissions, depreciation of plant and machinery, all of which represent a loss and profit which must be distributed in dividends

often representing but a slight percentage of the whole, while even in the numerous items mentioned as making up the balance between the cost of labor, an appreciable amount goes to labor in one form or another. Apart from the cost of cars, all other items are analyzed similarly affecting the expenditure or upkeep, as already pointed out, it would be found that each and all pay their quota or share to labor. Tire prices, for instance, probably cover a large proportion of the wages to the laborers of this country, apart from their influence an labor abroad in the manufacture of rubber and cotton goods. Fuel and oil, while produced almost entirely here, and representing a vast industry, call for work in refining which, with other handling in distribution, count for a good part of their price.

"At least half of the cost of repairs and renewals goes to labor, while even such items as garage expenses, registration, and license fees and insurance also mean the employment of laborers and helpers, collectors, and clerical staff. Taking all the expenditures of owners of motor-cars, the benefits directly to the industrial classes must aggregate close to a billion dollars annually. If the average of the wages and salaries of all engaged in the motor trade and other connected industries be taken into consideration as \$800 per annum, it means that upwards of a million obtain their employment by that industry and that something like three millions of the population are directly or indirectly supported by the manufacture of motor-cars.

"Then there remains a very important item of depreciation which, although not one of direct, out-of-the-pocket expenditure, is one nevertheless representing a loss of capital and should therefore be included. If this were done it would add another vast sum to the total so that if these items are considered, it is certain that at the present rate of increase the gross expenditure upon all branches of motoring will, before the present year is out, reach the enormous sum of over three billions of dollars.

Electric Gear Shift a Feature of Haynes Car

"The car with the electric chauffeur" is the term by which the Haynes car is fast becoming known. Speaking of the electric gear shift, George G. McFarland, manager of the Harrisburg Automobile Company, said: "For a number of years the passenger compartment of a high grade limousine has been equipped with a series of buttons controlling various colored lights on the dash by means of which the occupant may signal the driver to start, stop, drive home, to the club, or to the office, as the case may be.

"On the Haynes car the rider does the same thing, only he signals the car itself. He presses a button marked 'S' and the motor starts; he presses button No. 1 and the car moves off in low speed; another button and he is travelling in second, and then he signals in the same manner for third or high speed.

"By means of this electric mechanism the operation of shifting gears is rendered absolutely 'fool proof.' When the clutch is thrown out, there is a gentle tug, which develops into a steady vigorous pull; it is impossible for it to jerk, or in other words, the possibility of stripping a gear is overcome. With such a car the driver becomes expert in its control and operation as soon as he has learned to steer, and the Haynes representative states it takes the average man but twenty-five minutes to learn this."

Simflex Shock Absorber Have Interesting Exhibit

The Simflex shock absorber will be exhibited in a novel manner at the auto show next week by the Eureka Wagon Works, local agents. The exhibit will consist of an ordinary automobile spring with one of the Simflex absorbers and a long bar attached to the upper part, the whole mounted on a small stand. Moving the bar with the hand shows the action of the Simflex.

The parts are built in proportion, lighter than the regular equipment, so that a plain demonstration may be given by one person. This equipment will be mounted in the Eureka Wagon Works' space in Accessory Row this afternoon.

All local motorists who have seen or tried the Simflex since it has been shown here in the past two weeks were favorably impressed with it. Quite a number of Harrisburg automobile owners have already placed the Simflex on their cars and more have ordered them for installation in the near future.

"Nothing but the highest grade of material is used in the construction of the Simflex," said a representative of the local agency this morning. "All friction parts of this little shock absorber are case hardened, just like the transmission gears of an automobile. However, it is not felt that these parts, hard as they are, will wear forever, and an adjustment in the form of a number of liners is therefore provided. The removal of one of these as required will insure continued perfect action.

PACKARD MODELS AT LOCAL BRANCH OFFICE

Well-known Motor Car Company Maintains Service Station Here For Packard Owners

The Packard Motor Car Company is one of the very few high-grade automobile companies represented in Harrisburg to-day. The local office was opened over two years ago by the Packard Motor Car Company of Philadelphia. There has been a steady increase in Packard sales in the territory from that time.

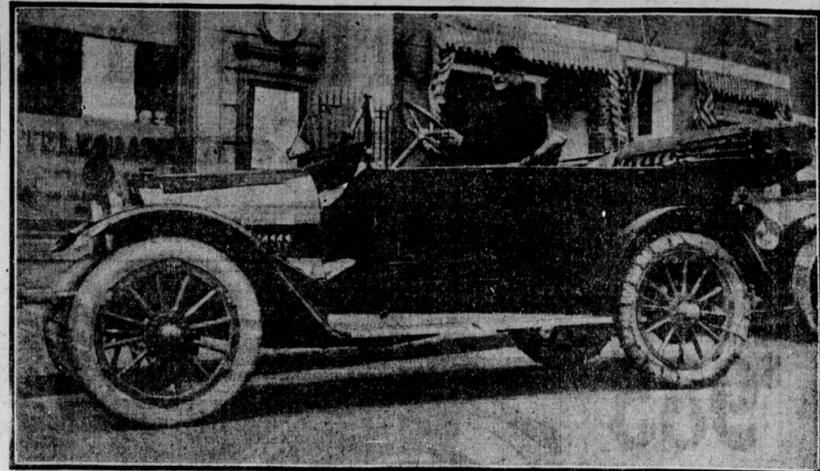
The Harrisburg office has been assigned a large territory, which has been completely covered and worked with great success. Under the management of B. E. Harrington the Harrisburg office has secured approximately \$70,000 worth of business in new cars since the first of September, which is remarkable, inasmuch as the cars were sold during the winter months.

A large accessory business, which includes tires, special Packard lubricants and Packard parts, has been developed and Packard owners throughout the territory deal exclusively with the local office because of the service and attention rendered.

Special attention is being paid to the sale of Packard trucks and the results have been exceptionally gratifying. The "2-38" and the "4-48" models which the Packard Motor Car Company is now exhibiting have proved to be the most popular ever exploited by the company. The local office has a "2-38" demonstrator of the seven-passenger type and a great amount of favorable comment has been created by the appearance of the car and the extraordinary comfort obtained while driving in winter. The features of having the side curtains opening and closing with the doors, together with the one-man top, converts the car into a closed carriage for winter purposes.

The Packard Motor Car Company is carrying on at the present time two sales contests, one for pleasure cars

REO THE FIFTH AND "KING" GEORGE THE FIRST



Reo the Fifth is guided by a master hand in this territory, and considering the large number of Reos he has placed in this vicinity, George G. McFarland will soon be entitled to the honor of king among Reo distributors. Besides the Reo pleasure cars and trucks, the Haynes and National cars are represented here by the Harrisburg Automobile Company, as well as the Chase trucks.

and one for trucks, and the Harrisburg office has obtained a high rating in both contests.

Mr. Harrington is well known locally and well liked among the Harrisburg Packard owners.

PREVENT DOORS RATTLING

After a car has been in use some time, especially if the body be rather weak, the wood unseasoned or the frame unduly sprung, the doors will rattle. Although the actual play may be very small, still it makes a most annoying noise, and in these days of noiseless engines and quiet trans-

missions, body rattles and body squeaks are exceedingly irritating. All that is required to stop a rattling door is to get a thin brass plate, or if preferred, a thin piece of fibre or leather, and fix it on to the doorpost. Of course a little judgment is required in doing this. You should see that the thickness of the plate is only infinitesimally greater than the amount of play in the door, and if the door is loose all the way down another plate should be fitted about an inch or so from the lower end of the doorjamb. It is obviously a makeshift, but there is no other easily applied remedy, as nothing but entirely refitting the doors would stop the looseness, and this would necessitate repainting.

COURT UPHOLDS TAX LAW

The Supreme Court of the State of Ohio has decided that the State highway law levying a half mill tax for road purposes, is constitutional. This assures the collection of about \$3,500,000 annually for aiding the counties and for building a system of main roads. It will be remembered that a bond issue was defeated in Ohio in 1912, and the Legislature of 1913 enacted a law levying one-half mill on all property, which the courts have now upheld.

Hupmobile The car of The American Family Why?

Motor cars, like men, generally "get what is coming to them."

If the Hupmobile were not, in fact, "the car of the American family," ten million gallons of printer's ink could not make it so.

If it were not, indeed, "the best car of its class in the world," ten million repetitions of the phrase could not achieve that reputation.

Sooner or later, the American people will put each and every motor car where it belongs.

They have different opinions about different cars, but only one opinion—everywhere—about the Hupmobile.

Why? Well, let's go back to the beginning.

We said, then, that we would build a car which would compare with the costliest cars, as a small diamond compares with a large one.

That meant more money, and more care, in the chassis—a car of higher caliber at a popular price.

We began with a roadster that was a revelation.

And roadsters ever since have been modified models of the first Hupmobile.

Then came the Hupmobile touring car—

of equally individual design. That design was the father of this year's universally adopted "streamline."

Two years ago—at the New York Show—the Hupmobile revealed the

streamline, tho' it was not designated by that name.

People recognized in that design, and in the engine, a marked advance in principle and practice.

For, two years ago, the Hupmobile showed at New York, for the first time in America, the small-bore, long-stroke motor, a type since very widely adopted.

And thousands of owners began spreading the conviction that the Hupmobile was "the best car of its class in the world" partly because of the pulling power of that motor.

So it has been in every detail of engineering development.

The Hupmobile has never forgotten that first promise concerning the large diamond and the small one.

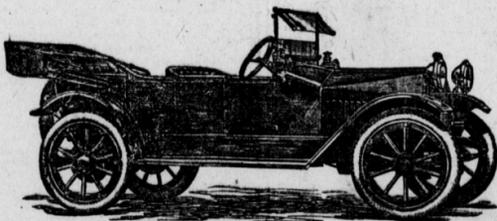
It has come to be recognized as essentially economical.

It is famous for its long life and for the high price it commands after long usage.

Its owners are not merely satisfied—they are actually fond of it.

That is why it has become known as "the car of the American family."

That is why so many of our owners believe with us—that it is "the best car of its class in the world."



Unit on bloc power plant, small-bore, long-stroke motor, 3 1/4-inch bore by 5 1/4-inch stroke; trouble-proof carburetor; full-floating rear axle. With regular equipment, touring car or roadster type, \$1050; with electric lighting and lighting, demountable rims, over-size tires and tire carrier, \$1200, l. o. b. Detroit. Six-passenger has regular equipment of over-size tires, demountable rims and tire carrier, price \$1200; with electric lighting and starting \$1300, l. o. b. Detroit

HUPP MOTOR CAR COMPANY DETROIT, MICHIGAN

NEIGHBORS MOTOR COMPANY, of Cleveland, Ohio Retail and Wholesale Distributors HARRISBURG BRANCH 120 Market Street (Senate Hotel Block)

Retail Manager H. C. EBERHART Wholesale Manager T. B. WILDERMUTH

BELL PHONE 2471

Do You Ever Ride on the Rear Seat of Your Car?

—AND GET THE FULL BENEFIT OF THOSE HARD, JOLTING BUMPS SO FREQUENTLY MET WITH ON DAILY ROUTINE AND TOURING?

Perhaps not. Most owners drive their own cars, sitting far from the front of bumps and jars.

Now, Mr. Owner-Driver, suppose you take a trial trip on that rear seat. THEN you will experience the misery which your passengers are forced to endure on every trip. THEN is the time to resolve to put on those much abused rear springs, a pair of

SIMFLEX Automobile Shock Absorbers

"Real Comfort at little cost." "Most simple device of its kind."

SEE THE SIMFLEX AT THE AUTO SHOW

It does all that any other will, at from one-half to one-third the price. Take a two weeks' free trial. If unsatisfactory, take them off. Costs you nothing. ISN'T THAT CONVINCING?

SIMFLEX are \$20.00 per pair put on. Others cost from \$50.00 to \$75.00. Nothing "cheap" about them. Best of materials. Wearing parts case hardened.

Eureka Wagon Works, Agents

Wagon Building and Repairing a Specialty—Auto Delivery Bodies Built — Auto and Wagon Painting A. H. BAILEY Bell Phone 1348 J 614-18 North St.