

ENSMINGER SHOWS CARS AT SALESROOM

Attractive Display of Ohio, Apperson and Mitchell Pleasure Cars and Dart Trucks

The activity displayed at the Ensminger Motor Company during the past week in preparing for its annual show at its salesrooms, Third and Cumberland streets, certainly indicates that the company is looking forward to a very brisk Spring trade in pleasure cars and trucks.

The rooms, which consist of the twin stores on the northeast corner, have been turned over to a decorator, who has converted them into a veritable lower garden in which are placed 1914 models of Ohio, Apperson and Mitchell pleasure cars, as well as three different models of the Dart trucks.

It has always been the aim of the Ensminger Motor Company to handle high-grade cars only, and that it has deviated from that policy this year is evidenced by the fact that Ohio, Apperson and Mitchell cars will be exhibited along with Dart trucks.

The Ohio line consists of a "four," which sells for \$1,275, and a "six," selling for \$1,985, both of which are equipped with electrically equipped lights and starter, and are outfitted with the new Lancia bodies.

Appearance and power," said Mr. Ensminger. "As what the people are demanding this year, and certainly the Ohio has all the power that anyone could want, and as for appearance, it is one of the most beautiful cars that has appeared in this year. Both the Ohio and the Royal, which is what we call the six-cylinder car, have Northway T-head motors with unit power plant and overhead valves.

All of the cars that will be on exhibition at the show have just been received from the several factories and are the very latest models and up-to-date in every particular. Each line contains "sixes" as well as "fours," and all are equipped with electric lights and starters, as well as all of the lesser improvements which have gone so far to lessen the driver's annoyance while out on the road.

The elaborate preparations that have been made at the Ensminger salesroom for the coming show indicate an expectation on the part of the company officials of record-breaking crowds during the week. As the company acts as a wholesale distributor for all the cars and trucks it handles, special arrangements have been made for demonstrating the different lines to out-of-town dealers.

During the present winter Henry T. Myers, of the Boston Studebaker branch, has traveled more than 25,000 miles in a Studebaker "35" coupe, which has carried him as far north in his territory as Bangor and as far west as Pittsfield.

Front-Market Motor Supply

Open April First All Supplies

COR. FRONT & MARKET STS.

ENSMINGER'S AUTO SHOW

3rd and Cumberland Sts.

FROM MARCH 14th TO 21st, 1914

Wholesale Distributors

OHIO

APPERSON AND MITCHELL CARS ALSO DART TRUCKS



All cars electrically equipped; all lines in "fours" and "sixes". Dart Trucks a feature. Prices \$875 to \$1800. All models on display.

The public is cordially invited to attend the Annual Automobile Show of the Ensminger Motor Co., during week beginning March 14th.

STUDEBAKER WELL-KNOWN VEHICLE NAME

Five Models of Famous Car, Each Designed to Meet Particular Demand

"Buy it because its a Studebaker," says Robert L. Morton, of the Keystone Motor Car Company, "is a trade maxim which has solved the problems of many motorists."

The Studebaker line for 1914 comprises a Studebaker "Four" touring car for \$1,050; Studebaker "Four" roadster for \$1,200; Studebaker "Six" touring car for \$1,575; Studebaker "Six" landau for the motorist who wants a high-powered car, able to easily carry seven adult passengers.

The spark and throttle are on the steering column and the carburetor adjustment is on the dash. The wheel base of the "fours" is 108 inches. Transmission is the selective type, three speeds, forward and reverse.

Each model meets a particular demand and with the splendid line for 1914 the motoring public is given an opportunity to save money in the purchase of a new car.

BUSY WINTER FOR COUPE

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Harbor Wrong Ideas

Many institutions have had neither demand for different models nor the elastic selling organizations to handle them, but have branched out with the idea that the making of different models would increase the demand for their product and make it easier to secure agents and sell cars.

Our salesmen are taught that when a customer wants a thing he should be led no further off his course than is absolutely necessary. And when an agent writes in for the Case line and mentions that he is handling several other makes of cars he is invariably turned down or conditions placed upon him that make it necessary that he at least devote his best energy to the disposing of a single make of machine rather than several makes of cars.

SINGLE MODEL IS BETTER FOR SELLING

Treasurer Norton of Case Co. Believes Increasing Models Do Not Increase Business

BY F. LEE NORTON Treasurer J. I. Case T. M. Co. Does increasing the number of models increase the business of an automobile concern, or does it tend to increase the friction in manufacturing and decrease the efficiency of the selling force?

And while thinking about this question, the automobile editor of the New York American asked me also to tell the visitors to the Palace show whether the agent or salesman who insists on representing two or more makes of cars is more successful than the agent or salesman who is contented to devote all of his time to one make of machine.

No two questions have proved of greater importance and yet have been discussed by the trade in general than these two, and it would be hard to get any two men to agree on an answer.

In the first place, conditions have a great deal to do with the manufacturer who branches out and develops more than one model. Take, for instance, our own company, which has announced three models for the coming year. Demand has made this necessary to a greater degree than anything else.

We are represented by over 3,000 agents and salesmen in the field, in addition to seventy-nine branch houses. Few business organizations in the world have a more cosmopolitan public to deal with than our company. This means, of course, we have to have a more diversified and elastic selling organization, as well as a more varied product, than the factory engaged only in the manufacture of one automobile.

Act as Sounding Board

Much has been written and a great deal more said of the selling organization which markets the Case product. In addition to being the medium through which the sales are made, the Case representatives play the part of sounding boards and transmit the very feeling and opinions of the buyer in every section of the world to the home office, where it is dissected and weighed.

And it was his influence alone that caused the Case company to consider the plan of expansion in models. Now, let us take the factory that has held to the manufacture of one model in, of course, the roadster, touring car and limousine types, and see what has happened. To-day several of our successful factories are making a coupe and a sedan, and, in other words, it has been the expansion of models that has wrecked several of the institutions engaged in the building of pleasure cars.

In increasing its number of models no plant in the world was better equipped or qualified to do so than the Case company, but it was in the elastic type of salesman or agent that had, through many years of experience, expanded and grew in selling ability until to-day he is thoroughly able to handle not only the automobile but three models of it, that influenced our company to accede to the demands of the public.

Intake and exhaust manifold is on the right, the exhaust header passing along the casting above the intake. The placing of the gasoline tank under the cowl allows the carburetor to be raised somewhat and this results in a somewhat shorter intake manifold, although it is of the same form as heretofore used. Since thermo-syphon cooling is employed, a large water outlet manifold having a 2-inch diameter is used. The water inlet pipe is on the left side and connects to the water-jacket at two points.

NEW KRIT BODY HAS STREAMLINE TYPE

Increased Length of Wheelbase; Greater Speed and More Attractive Than Formerly

This year the Krit cars come to Harrisburg under the management of I. W. Dill. These cars are built on a single four-cylinder chassis, on which will be fitted roadster and touring car body types. An L-head four-cylinder motor constitutes the power plant.

The body design is of the latest streamline type and beginning with the rounded-top radiator the line runs unbroken to the rear. The hood with its rounded top slopes to the back and here meets the cowl smoothly. The latter sweeps out into the body proper in up-to-the-minute fashion. The sides of the tapering bonnet are provided with diagonal vents, which lend a distinctive touch. Fenders, too, are in accord with the latest style, conforming rigidly to the curve of the wheels in the rear, and breaking away from this wheel-curve somewhat in front.

Other refinements pervade the entire body construction and give a finish to the job. Wide doors with concealed hinges and handles are used, and whereas on the present model there is no door on the drive side, the new Krit, due to the front seat position, permits entrance from either side.

Full Tank in Cowl

The inside of the body is leather-lined, this also applying to the back of the front seat, preventing the unsightly appearance of scratched finish as found in cars of the old type. No protection at this point. The corrugated pressed steel running boards also have disappeared and in their place appear the cork-linoleum covered type. This covering is used besides on the floor boards, which are aluminum-lined.

A striking new feature of the 1914 Krit is the placing of the gasoline tank under the cowl, a construction which is becoming very popular in this country. The filler is on the right of the leather-covered instrument board. The tank holds about the same amount as does the under-the-seat type used at present. Ten gallons may be carried for direct use, while a two-gallon reserve also is held.

Also to carry out the streamline appearance, no side lights are fitted, the head lamps being used alone. The wiring is such that these lights may be switched into series for a dim light for city driving while the switch also may be operated to give parallel wiring for bright glow.

Other Improvements

Though retaining its general constructional features and dimensions, the Krit motor has undergone some refining in order to reduce the weight of the reciprocating parts. This allows a 25 per cent increase in the motor speed, or from a maximum of 2,400 to 3,100 approximately. The result is a much quieter engine, vibration being greatly reduced.

The cylinders are of the L-head type, cast in block, with a bore of 3 1/16 inches and a stroke of 4 inches. The horsepower is about 25 and the dimensions give a total displacement of 176.7 cubic inches. Valves are all on the right. The gearset is in unit with the engine and makes a unit power plant construction, three-point supported. There is a single support at the front end, while integral crankcase arms run out to the side frame rails at the rear of the engine.

Nothing has been changed about the crankshaft, which is carried on two ball bearings. In lightening the working parts the greatest weight has been taken off the pistons, which are of entirely new design, though of the same length. For the four pistons the total reduction in weight is about 3.5 pounds—a material difference in the lessening of vibration.

MODEST PRICED CAR IN LARGEST DEMAND

Very Wealthy Class Is Limited But Well-to-do Increasing

BY JOHN N. WILLYS President Willys-Overland Co. John N. Willys again signified, the other day, his faith in the future of the automobile industry, and this time let it in a rather interesting sidelight.

"Not long ago," said Mr. Willys, "I expressed my belief that the end of the present period of readjustment would mark the survival of the fittest."

"And by 'the survival of the fittest' I do not mean just the survival of the strongest manufacturers. I mean the survival of those makers whose cars are fittest to answer the demand of the great masses of possible buyers."

and of the dealers who stick tight to those makers and their product. The time is long past when the motor car is considered a mere luxury, to be enjoyed by the few and only possible to the few. Today it is counted a necessity or convenience as well as a means of recreation by the many for whom the word 'automobile' merely excited a not-to-be-gratified desire ten years ago.

In other words, the day is gone when only the rich can motor. The man of moderate means is now just as certain a buyer, and it is to him and his class that we may look for the largest expansion in the automobile business.

"True, the sale of high-priced cars will go on, but it will not increase in volume. Our very wealthy class is a limited class, and will buy in about the same quantity a few years hence as now. But the well-to-do class is constantly increasing. Each year sees more and more people who are able and anxious to buy the best of the low-priced cars. The makers of automobiles who give the most car value at a small cost need fear nothing. The manufacturers of high-priced cars must either decrease in number or else each curtail his output."

"There's a case in New York that indicates this point perfectly. The C. T. Silver Motor Company, not distributors, have built up a magnificent business through the sale of Overland cars. A few weeks ago this company took over the New York representation for one of the highest priced cars built in America, whose makers had decided that the splendid factory branch they have maintained in New York city is decidedly unprofitable. Not enough of these high-priced cars could be disposed of to support a branch, and under the new arrangement it remains for the lower-priced car to bring home bacon for both. No doubt the new plan will be successful.

"There are a good many dealers right now who are meditatively wetting a finger and holding it up to see which way the wind blows, and I believe that most of them have found out. At least our own affairs lead me to think so. The great awakening has come. It has developed that the manufacturer 'makes' the dealer after all. He furnishes the right car, the reputation and the advertising that create the demand. The wideawake dealer takes advantage of these three elements in his business of distributing and selling the car. The dealer who ties up right and makes the most of this opportunity will win. The one who ties up wrong will lose, whether he makes the most of conditions or not."

We Will Exhibit at the SHOW

NATIONAL HAYNES

6 Cylinder---5 Passenger Car

REO

6 Cylinder---7 Passenger Car

4 Cylinder---Roadster and Touring Car

2 REO TRUCKS

1500 and 4000 Pounds Capacity

4 CHASE TRUCKS

750 to 2500 Pounds Capacity

Haynes Vulcan Gear Shifting Devise and Reo Chassis

HARRISBURG AUTO CO.