

HUPMOBILE MOTOR IS NONSTALLABLE

New Body Design and Refinements That Materially Improve This Year's Model

The Ensminger Motor Company, distributors for a large section of the State, will display the new model K, as the 1915 Hupmobile is known. This and other models will be at the auto show in Kelker street hall.

The wheelbase of the new Hupmobile is 119 inches long, the result being two inches more leg room in the front compartment and seven inches in the tonneau. Upholstery is full-tufted, and the wider seats have the same comfortable tilt that has characterized Hup cars for three years.

Wheels are larger, tires being 34x4 inches, with nonskid treads regular equipment for the rear wheels. Other regular equipment includes a Hup design of one-man top, which when raised attaches rigidly to fixed uprights of the windshield; new style top cover that conceals the bows when the top is laid back; rain-vision windshield, with lower half adjustable for ventilation of the front compartment; special design headlights, with one bulb which can be dimmed at will and special glass front, with the upper half corrugated to kill the reflector glare; special design taillight; electric horn; demountable rims, spare rim and carrier at the rear, license plate holders at front and rear, robe and footralls in tonneau.

An increase in power is gained through larger valves, an increase in the bore and a different shape combustion chamber. The Hup company was one of the first American manufacturers to use the small bore, long-stroke type of motor, and this is continued, the bore being 3 1/2 inches and the stroke 5 1/2 inches. The carburetor, of the horizontal type, is moved to the right side of the motor, and the gas carried through a passage between the cylinders, assuring complete vaporization. Storage battery ignition, with automatic spark advance, replaces the magneto.

The motor is made nonstallable through being connected at all times by a silent chain with the Westinghouse combined generator and starting motor, the single unit system having replaced the dual unit used for 1914. The voltage of the electrical system is increased from six to twelve volts.

Body sides are higher and the doors are wider, having the handles inside and flush with the door upholstery.

Easier riding is assured by the use of longer front springs and long rear springs of the semielliptic type. The front axle is of the Elliott type, with a slight caster effect which makes steering easier and gives the wheels a tendency to resume a straight course after turn has been made. The rear axle remains the full floating type, with a new design housing which makes the gears more readily accessible.

Steering is now from the left side, with an 18-inch steering wheel, while the change and hand brake levers remain in the center, adjacent to the steering wheel.

The gasoline tank is increased in capacity to sixteen gallons, with the filler cap under the hood to avoid a break in the smooth lines that sweep back from the new shape radiator to the windshield. The cowl board carries, in the center, the lighting and ignition switches and the speedometer, which are illuminated at night by a small hooded electric light. The switches are controlled by Yale locks. Crowned fenders, without beading and with flat edges, add their part to the beauty of the new car's design.

The Model 22, which has just completed its third successful season, and which has proved the most popular model the Hup company has yet produced, is to be continued. Its characteristics are well known and are the foundation on which the model K has been designed. This was the first American car in which the small-bore, long-stroke principle was applied and was among the first few, if not the very first, to adopt the streamline type of body. Along with these innovations come others that have since been widely adopted by manufacturers, such as placing the gasoline tank in the cowl of the dash, the Westinghouse magneto and camshaft with a single silent chain, horn concealed under hood, etc.

FOR CARRYING TIRE CHAINS A box fastened beneath the foot boards in front of the seats makes a good place to carry tire chains. Bore several half-inch holes in the bottom and the dirt will shake off the chains. No need of washing them.

DETROIT ELECTRIC IS LUXURIOUS CAR

Fitted With Many New Accessories and Refinements and Simple to Operate

The 1915 models of the Detroit electric car made by the Anderson Electric Car Company of Detroit Mich., are now on the market, and are represented here by the East End Auto Company.

This car is built on a 100-inch wheel-base, which, combined with specially resilient spring suspension, gives the car the riding characteristics of a smooth running steamship. Vibration is reduced to a minimum at every point. The electric cars of this concern are fitted with many new accessories and features all tending to make the vehicle the most comfortable, convenient, simple and luxurious. They are furnished with the largest battery equipment per unit of car weight that is possible.

The brougham is furnished with a very wide deep seat at the back, sufficiently wide to hold three average persons comfortably. A revolving Pullman seat for the fourth person, situated in the forward righthand corner, and a small low box seat in the forward lefthand corner. The seating arrangement is such that all passengers may face forward and still leave a perfectly clear vision for the driver of the car.

It is furnished with a double wind or rainshield, one overlapping the upper front rack, so that in stormy weather the outer shield catches all the rain, snow or sleet, leaving the vision clear and unobstructed. The operation is the simplest possible, being controlled by the direct lever steer and direct mechanical control with either mechanical or electrical reverse—as preferred. The hands are always in the most natural position, the same as if resting on a table or reading a book. At no time is it necessary to remove the hands from a natural or comfortable position to reach for anything anywhere to operate the car.

The brakes are both mechanical and electrical. Either or both may be used simultaneously—which ever the operator prefers or finds most convenient. The furnishings of the car are most complete with lock, speedometer, flower vase, mirrors, ash trays, etc. There are absolutely no accessories to buy. Everything necessary to the comfort of driver or passengers is provided with the car.

Either Motz cushion or any standard pneumatic tire is furnished, as desired. The Motz tires are, however, one of the desirable features of the electric vehicle, as they are puncture proof and fully reliable and serviceable till worn out. One car in this city operated a set of Motz cushion tires for 15,000 miles without a dollar of expense or one minute's time expended for up-keep or repairs. Anybody driving a Motz car over Motz cushion tires is absolutely sure of arriving at his destination and home again without any tire trouble.

In beauty of design, graceful lines, material, workmanship and finish there is no car built the superior of the Detroit line of electric vehicles.

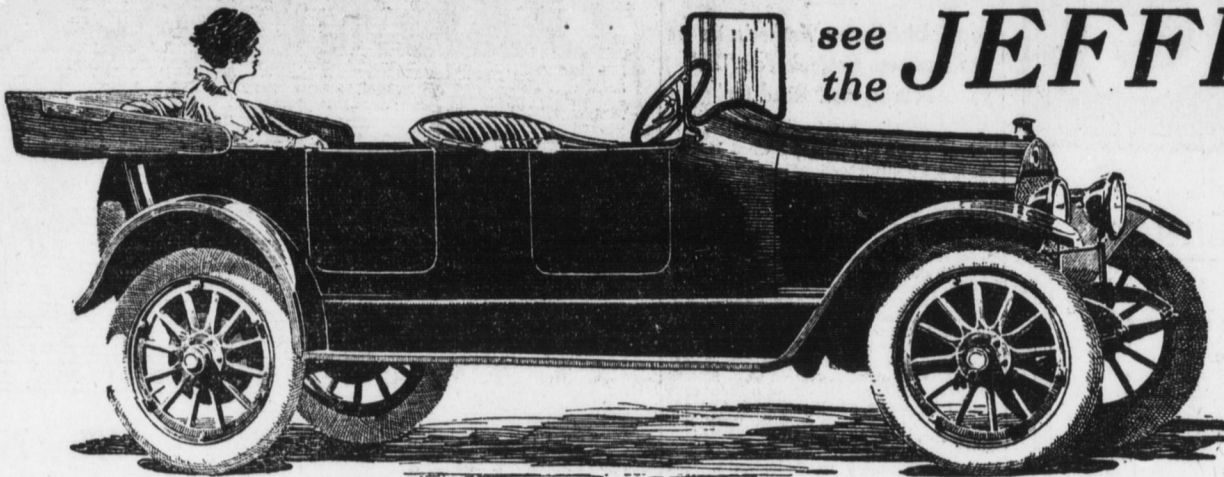
But above all, the excellence of its parts and the superior comfort of its riding qualities, is the reliability and "readiness to serve" on the instant when wanted 365 days in the year.

NEWSPAPERS MAKE AUTO SHOW

Clyde S. Thompson, of Cleveland, president of the Thompson-Carroll Advertising Company expresses the firm conviction, that it is the united support of the newspapers that make the annual automobile show such a success. He says: "Of course the man who puts up their money and time into the industry and produce the cars and accessories that are shown are primarily responsible for this annual display, but I believe the co-operation of the newspapers is what 'puts it over.'"

"Everybody knows there is an auto show and almost everybody talks about it even if he does not attend. It would be possible without the newspapers to hold equally as good a show and yet not make an impression upon the public attention. In fact I believe the newspapers have done much to educate people to the need and the universal acceptance of the modern motor car. The newspapers, especially during the earlier days, were the missionaries that preached the gospel of gasoline. To-day, as a result of this persistent work on the part of newspapers, you can hardly find a person anywhere in the United States who cannot discuss intelligently the various makes of cars."

When You Want Real Class and Quality



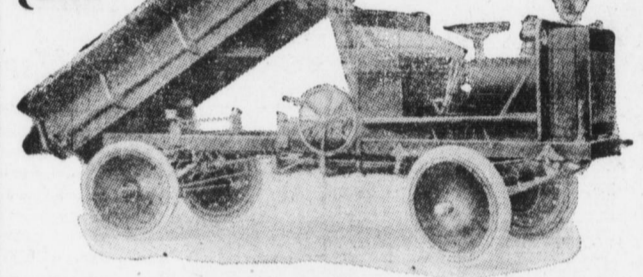
see the JEFFERY SIX

At the Auto Show Kelker Street Hall

The Jeffery Big Six has the biggest twenty-four hundred dollars' worth of motor car of high grade quality on the market today. Especially fine for the man who wants bigness, luxury, comfort, easy riding qualities and durability of the four and five thousand dollar cars without paying an exorbitant price, or paying tribute in bulkiness and weight in the form of excessive gasoline, oil and tire bills. The big Jeffery plant, capital and equipment makes it possible to sell it at \$2,100.

The Jeffery Chesterfield Six, the distinguished companion of the Jeffery Four, \$1,650. The Jeffery Four, the car which introduced the European high speed, high efficiency motor in America, \$1,450. Prices f. o. b. factory.

Jeffery Quad Known All Over the World



A \$500,000 order of Jeffery Quads was placed last month by the French government. The United States government have them. Bethlehem Steel Company placed an order for a fleet of them. Dupont Powder Works use them and leading establishments throughout the world. Jeffery Trucks, \$1300 and \$1650. Chassis, Jeffery Quad (4-wheel drive) Truck, \$2750.



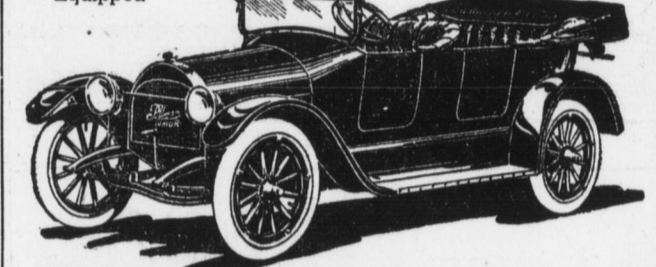
VIM Delivery Cars

In one year the factory became the second largest commercial car producer in the country. Because dependability and the economy of vim performance contrasted to converted pleasure cars and other trucks is so great that investigation always compels purchase.

\$635 to \$675

PULLMAN - - - \$740

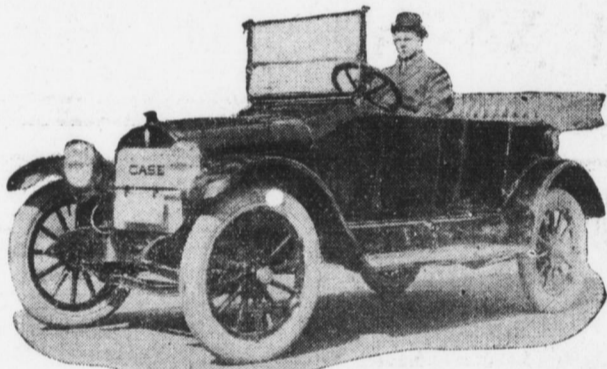
Electrically Equipped



A five-passenger touring car, medium sized and light weight, that fairly shines with class, distinction and individuality, whether taken in side, front or rear view. Beautifully constructed and finished with all comforts and conveniences of larger motor cars. \$740, f. o. b. York, Pa. The large 6-45 known as the "Palace Car of the Road," \$2500 with electric gear shift.

Bentz--Landis Auto Co. 1808 Logan Street Harrisburg, Penna.

CASE "25" FIVE-PASSENGER



J. I. Case T. M. Company, local branch, 429 South Second Street, George A. Dechant, Manager.

JACKSON FEATURES NEW AND VARIED

Model 44 at \$1,250 Has the Style and Symmetry of Higher Priced Cars

P. H. Keboch, distributor for Eastern Pennsylvania, has announced the 1915 Jackson Model "44," a car of moderate price yet possessing the attractive lines of a high-priced automobile. Many new features are embodied in this model, which will no doubt make a hit with the autoists.

It is essentially Jackson as regards the use of full-elliptic springs, both front and rear, and one or two other points. The easy driving quality of the Jackson is further enhanced by the adoption of the Hotchkiss type of drive. The rear springs are mounted beneath the axle, instead of above it, so that the rear part of the car has the low-hung appearance that every purchaser has a right to demand.

The power plant is of the unit type, having a four-cylinder 40-horse power engine, which is cast in pairs. The electrical system consists of the Auto-Lite generator and starting motor in connection with the Connecticut system of battery-distributor ignition. The Jackson is quiet and will stay quiet in service. The rear axle is the floating type with two universal joints. Both drive and torque are taken by the rear springs, which are underlaid on the axle. The reduction of weight gained by the absence of radius rods and torsion rod is a large factor in tire economy.

The adoption of the low-backed front seats gives considerable character to the car. The forming of the hood sills integral with the skirts of the front fenders contributes to both appearance and durability. The car has a wheelbase of 115 inches and 34x4-inch tires.

The Jackson is furnished with regular equipment, including top with hood, windshield, electric warming device, demountable rims with one extra rim, spare tire carrier in the rear, foot rest, radiator, tools, tire pump and jack. The five-passenger model sells complete for \$1,250.

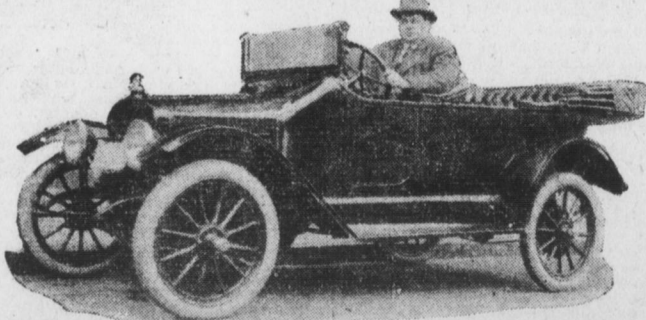
"One thing that has contributed more than any other single factor to the increase in the number of women drivers of gasoline automobiles," says P. H. Keboch, distributor in Eastern Pennsylvania for the Jackson Automobile Company, "is the electric equipment now found on the majority of good cars."

"The woman of average strength was debarred from attempting to drive a gasoline car before the cranking device was perfected. She could steer, handle the gears and brakes and do everything else necessary except turn the motor over. So she could not take a car out unless accompanied by some one able to crank the engine. In my opinion the average woman is a better driver than the average man. As a rule she does not thirst for speed, and it is my observation that she displays better judgment in situations which only good judgment will save. In other words, she will not take the chances a man will when he is behind the steering wheel of an automobile."

"Doubtless the Jackson and other companies adopted the electric starter as a matter of convenience and as a time saver. It is all that could be desired in this direction, and in addition has put the women of the household in the pleasant position of being complete masters of the gasoline car."

The Jackson models will be displayed at the auto show in Kelker Street Hall.

MAXWELL "25" TOURING CAR



E. W. Shank, Distributor, 331 Chestnut Street.

CASE ORGANIZATION AN EXTENSIVE ONE

Advantage of Distribution and Selling Through Seventy-nine Branch Houses

The Case car line for 1915 consists of three models: The Case "40"—five-passenger type; the Case "35"—five-passenger touring, and the Case "25"—five-passenger model. The company, however, is running the greatest part of their production schedule this season on the Case "25," which model is on exhibition in Kelker street hall during the Harrisburg show. Manager George A. Dechant, of the local factory branch, reports this year's automobile trade fully as good as last, and with the good prospects for the coming year, hopes to

round up a big volume of motor car business, in connection with the other lines of Case products, a large stock of which, including extras and supplies, are always on hand here for prompt delivery and service to Case customers. In speaking of the Case car and the organization, Mr. Dechant said:

"The Case company has its own selling organization and has had it for years. This is an advantage in selling automobiles. When the company went into the motor business it was not put to the expense of establishing an outlet for Case cars. These cars bear only a portion of the sales expense of the company. To add automobiles to their line necessitated only a slight additional expense in the sales and advertising departments as one instance. There are seventy-nine branch houses, six hundred traveling representatives, and ten thousand dealers, and all working harmoniously with the same aim in view—to sell Case cars and Case machinery."

"The Case company is financially one of the strongest manufacturing institutions in the country. Its business has been a success ever since Jerome L. Case, its founder, started the little one-man shop at Racine in 1842.

Within the last two years an immense new plant has been added, where every type of modern machinery was installed to turn out high-grade automobiles at the lowest possible cost.

"Motor cars of various makes look very much alike now-a-days, but there are practically two classes of cars on the market at the present time. One class is built cheaply, of ordinary material, inexpensive construction, with most of the attention given to outward appearance, and an inflated list price put upon the finished product to meet the present "trade-in" conditions, account 60 per cent. of the total production in the United States going to the old car owners, and about 40 per cent. to new purchasers. The other class of automobiles are cars like the Case car, built upon the best automobile engineering principals, in design, material, construction and finish. Cars which are made to "stand up" under prolonged severe usage—Cars which men buy to keep, for years of faithful service. The Case company will in the future continue as heretofore, to build only durable automobiles, just as they have been manufacturing high-grade machinery for over seventy years, establishing an enviable reputation for themselves. This is why prospective motor car buyers should consider the "Name behind the car."

Detroit 8 THE LOWEST PRICED EIGHT IN THE WORLD \$1295

One of the most finished mechanical art designs ever produced in America. True streamline. Richly finished. Turkish upholstery. Comfortable and convenient to operate. Tremendous reserve power for emergency. Extraordinary smoothness and flexibility. Wonderful "get-away." Fourteen extra features: Actual one-man top; four 24-inch doors; non-skid rear tires; aluminum and lineoleum running and foot boards; 20-operation body finish; luxurious leather upholstery; ventilating, rain-vision windshield; Duplex tire carrier in rear; Tullite searchlights; emergency searchlamp; electric cigar lighter; aluminum encased instrument board. All recording instruments combined in one unit; positive gasoline gauge; electric-flash oil gauge.

New "Detroit" \$985

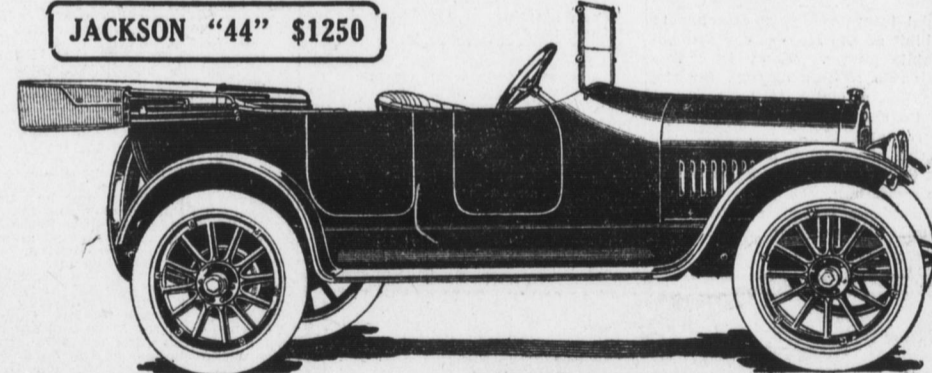
For \$985 you own the biggest car of its price, the lightest car of its class—less than 2,300 pounds. The only car in America with a long-stroke BALL-BEARING motor. The handsomest car built. The new price takes in everything. There are no extras. Westinghouse starting and lighting system is included; one-man top; ventilating rain-vision windshield; nonskid rear tires; duplex tire carrier; emergency search lamp; electric cigar lighter. All prices f. o. b. Detroit.

at the Auto Show, Kelker Street Hall

CONOVER & MEHRING

Distributors for Dauphin, Cumberland and Adams Counties Hbg. Pa. 1713-1717 N. 4th. St. Bell Phone

Another Jackson Triumph Old-Time Sturdiness in New Garb



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, 331 Chestnut St. P. H. KEBOCH, BERRYSBURG, PENNA. DISTRIBUTOR FOR EASTERN PENNSYLVANIA