

Maxwell

New 1915 Model

\$695

17 New Features

The biggest automobile value ever offered for less than \$1000

A powerful, fast, full grown, 5-passenger, really beautiful and fully equipped automobile; a car with a real high tension magneto, sliding gear transmission, left hand drive center control, anti-skid tires on rear.

A car that has practically every high priced feature of high priced cars.

Holds the road at 50 miles an hour.



E. W. SHANK, Distributor
334 Chestnut St. Central Garage

Hollier Eight Among Surprises of Motor World

The new Hollier Eight, the distributing agent for which I. W. Dill has assumed, is one of the surprises of the motor world. It was only lately that the trade learned that two million dollars' worth of the new cars had been sold to the large distributors, with the understanding that the company was in position to deliver the goods.

Fred Lewis is the mechanical genius responsible for the many clever ideas incorporated in the new car. Mr. Lewis well and favorably known in the trade, his father having been the originator of the Lewis Spring and Axle Company, and the present head grew up accustomed to the heavy thud of the trip hammer, and the glow of the molten metal in the plant of the Lewis Spring and Axle Company.

This company has for many years been building cars and parts for different makers, and are now building the new Hollier Eight, strictly within its own factory. Mr. Lewis' experience in building both automobile and aeroplane motors was especially fitted him for the designing and production of this new candidate for popular favor.

Every feature in the new Hollier has proven its efficiency and durability as the work has been under way for many months, and the new eight offered is a proven product in which all of the "high spots" have been removed.

Mr. Lewis' inventive genius is shown in many practical improvements which he has made in the eight cylinder motor. The method of attaching cantilever springs, and the improved method of connecting the piston rods to shafts, etc.

The Hollier is a light weight machine, but is fitted with a three inch bore motor which is only one-eighth inch less than a well-known car of almost double the weight. The abundance of power divided with eight impulses furnishes high power and speed as well as economy of tires and machine.

The ample capital and the enormous production facilities of the Hollier Company has enabled it to gain a lead of a full year in marketing the new "Eight."

Deliveries will be made from distributing centers in the near future to dealers. Harrisburg is one of the points of distribution from which fourteen cars will be supplied. Regardless of the popular price of the Hollier it is a car of the highest quality, both in workmanship and material, and carries every ear mark of the experienced designer.

An electric starter of unusual power is installed on the car, and one on which it is possible to move the car on high gear. This car establishes a new criterion of automobile value, being listed F. O. B. Jackson \$985. Deliveries to owners are promised in the immediate future.

Paige Factory Besieged by Anxious Dealers

Where is the man who said these were hard times, that business was bad and every day a Blue Monday? If this pessimist is about, Henry Krohn, sales manager of the Paige-Detroit Motor Car Company, would like to meet him. If he does meet him Mr. Krohn would like to ask him what particular brand of gloom he is smoking.

Mr. Krohn has been hustling about the country at a pretty lively pace ever since the opening of the New York show in January and he has yet to find any evidence of business depression or arrested prosperity.

"Within my experience and from the viewpoint of our company," says Mr. Krohn, "conditions were never better, nor have they ever promised more for the future. These are not mere pleasant generalities. They are based upon actual facts. For example, our factory is now overwhelmed with orders and there is a constant procession of dealers, twenty and thirty a day, coming to our headquarters to hasten the completion of their allotments and to beg for more cars. Almost every important dealer we have wants more of our Sixes than he contracted for."

"In Chicago the Bird-Sykes Company since the first of the year have sold and delivered more than 200 Paige Sixes in Chicago territory, which is a record unsurpassed in the Six field. As a result of this demand is gone, and Mr. Bird joined the procession to the factory to beg for more cars. The Bird-Sykes Company will celebrate its exceptional prosperity with a Paige Jubilee Month, keeping open house all through April.

"Just about the same story can be told of New York, Philadelphia, Detroit and all the other big cities. The result is that our factory has, for some time, been working double shifts to meet the orders and will continue to do so indefinitely. That is why I wonder why any one should imagine all is not right with business. If conditions were any better we couldn't stand it."

Saxon Engineer Says Lightness a Big Factor

"Lightness in weight is a great big idea in motor car building," says R. E. Cole, chief engineer of the Saxon Motor Company.

"Everyone is striving to cut down excess weight. Even the higher-priced cars to-day are lighter than they were one, two or three years ago. Why? Simply because light weight, when accompanied by strength and proper balance, means economy."

"The more pounds a car weighs the more expensive it is to build, and naturally, also to run. The more pounds a car weighs the more gallons of gasoline it takes to haul these pounds around; the more quarts of oil, the more tires."

"A few years ago it was different. People rightly expected then to get quality and durability only in bulky heavy weight cars. But materials have improved. Answering the demands of automobile builders, the makers of steels, for instance, have found ways to secure lightness and at the same time greater strength in their materials."

"The best cars to-day are those that are built pretty much after the fashion of a well-trained athlete, a thoroughbred horse, or a greyhound. In other words, they are strong, durable and carry no excess weight."

"Mere pounds are no longer a criterion of how a car will perform. In building the Saxon car, for instance, we have made it heavy enough for its size and the work it has to do. We could not build it any stronger by adding weight to it."

"Along with this quest for lightness in weight has come another change that is equally impressive in motor car development. This other change is the tendency toward economy—the elimination of false pride. It used to be fashionable to be extravagant in motor car buying. Now it is fashionable to be economical, to get the greatest return in service in relation to the price paid. The motor car to-day is no longer a luxury for a limited few; but is a necessity for nearly everyone. One of the ideals of the Saxon Company has been to bring automobiles out of the luxury class. People buy cars to-day, not for the sake of 'show,' but for the purpose of getting the joy of touring and efficient performance from their cars."

THE NEW MACK FURNITURE VAN



The above illustrates the new Mack truck just received by Gately & Fitzgerald. It has a forty-horsepower motor, 136-inch wheelbase and a capacity of 4,000 pounds. This is the new 1915 type fitted with furniture body and is the second truck recently installed by this firm to carry for local deliveries. The first was a Ford, to be used for light delivery.

Reo Factories Running to Limit of Capacity

"It's awful hard to have to turn down two orders for every one you can accept and fill, but we'd rather do that than force the factories to the limit, put on a lot of unknown, untried men and send cars out that might not be up to the standard," says R. C. Rueschke, sales manager of the Reo Motor Car Company.

"There's an almost irresistible temptation to 'shoot them out,' as they say in the trade, and try to fill all dealers' demands. We have, however, become so accustomed to an over-demand and resisting that kind of temptation, has now become a habit with us and so it's easier than if it were a new experience with us."

"Our plan is to make every car sell two others. Only way to do that is to be certain every car is fully up to standard. That isn't easy at any time—it is almost impossible when working under pressure with the safety valve tied down. We never do it."

"Business is certainly wonderful," continues Mr. Rueschke. "We have never seen anything like it. Lansing office will be in the first division in a few weeks of the mail keeps up. And we keep telegraph operators from both companies busy the time catching the orders off the wires."

"No, it isn't all due to the high prices farmers are receiving and what is from West. In fact, the East is buying as never before. Our Boston and New York business is well as away up in Maine, is unprecedentedly heavy. 'Ship when you can and all you can,' is a typical telegram—and that was from that old Bean-town. It is really wonderful."

"But while we are reveling in the biggest business of our history, we are not, for a moment, losing sight of the fact that we are in a position. And so we are more than ever solicitous that every car that goes out is one we can be sure will sell another just like it."

Strong Indorsement For Service of Hupmobile

E. C. Ensminger, distributor for the Hupmobiles in Central Pennsylvania, received a strong letter from Ben Mack, proprietor of the Conneaut garage at Conneaut, Lake, Pa. This garage is in the business of repairing cars on big days and makes many repairs to all kinds of cars. With this man, Mack, who has been called upon to repair anything on the inside of a Hupmobile. This speaks well for the serviceability of the Hupmobile.

"Mack contemplates operating a jitney line during the winter months at St. Petersburg, Florida, and says he will use Hups on account of their staying qualities, economy of upkeep and ability to negotiate the distance in Florida sand."

Rear Suction of Cars Considered by Designer

One of the successful racing drivers several seasons ago won a leading position in a big Indianapolis event because he took advantage of the suction behind the car of the favorite. Comparisons afterward showed that this driver added a considerable amount to the average speed of his own machine.

This incident is mentioned to illustrate how powerful is the draft in the wake of a rapidly moving motor vehicle. Racing car designers endeavor to shape the car bodies with torpedo or turtle-back lines that the suction may be reduced.

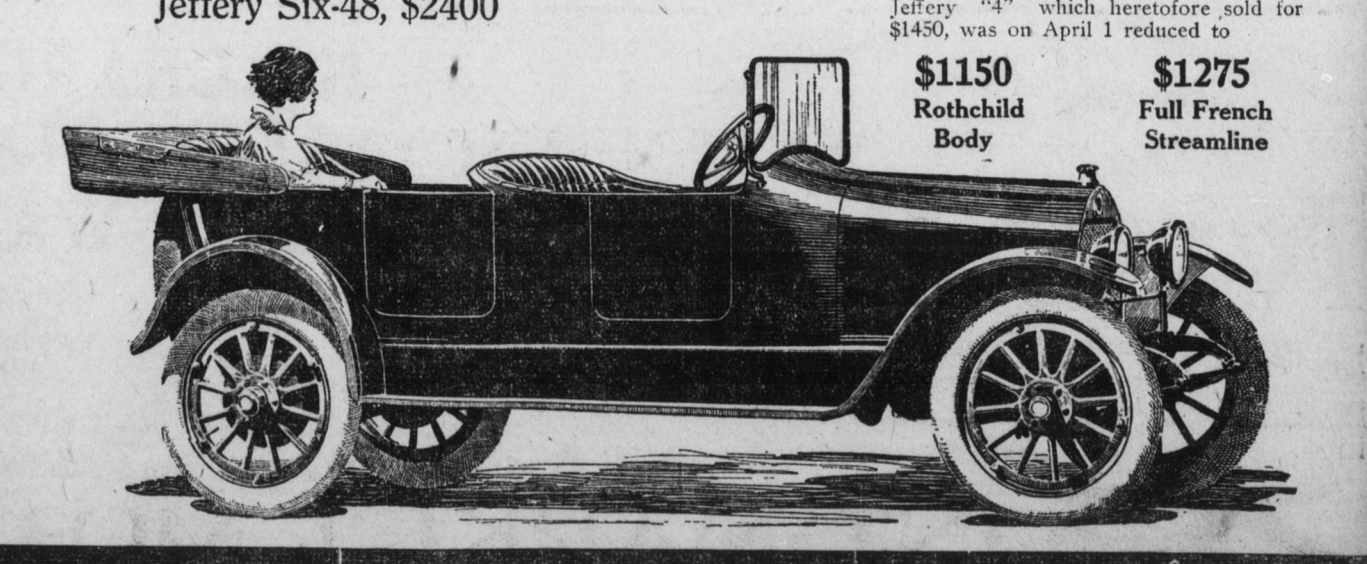
On the other hand, many designers of cars for everyday owners' service have added materially to this back draft by fenders, which sweep far down behind the rear wheels. While the racing driver does not object to the small reduction in speed, he does dislike the resulting swirl of dust which hangs over the tonneau in dry weather and the muddy spray which bespatters the occupants of the rear seats in wet going.

The Packard type of rear fenders is typical of a common fender design by which these disagreeable occurrences are entirely eliminated.

The eighteen-hour Southern Indiana endurance run of the Indianapolis Motor Club, will be held on June 19-20.

JEFFERY FOUR REDUCED IN PRICE

Jeffery Clearfield Light Six, \$1650
Jeffery Six-48, \$2400



The Bentz-Landis Auto Company, of 1808-10 Logan street, hereby wish to inform the motor-buying public that the Jeffery "4" which heretofore sold for \$1450, was on April 1 reduced to

\$1150
Rothchild Body

\$1275
Full French Streamline

It's a REO!



What a wealth of meaning those little words convey! Whether you select a four or six-cylinder pleasure car or a truck to solve your transportation problems, when you say, "It's a REO" you have chosen one of America's most famous motor cars, whose success has been the wonder of a wonder industry.

R. E. Olds, the man whose initials spell the name of Reo, stands in the front rank as a motor car designer and is a pioneer manufacturer of automobiles. What he demands of the Reo organization is integrity of purpose—to make an honest product, to sell it honestly, and honestly to stand back of it. That is the Reo policy, and it has made good—plus.

When in doubt as to the best car for your purpose, let your decision be, "It's a Reo" and you'll have no cause for regrets.

The Six of Sixty Superiorities \$1385
The Incomparable Four \$1050
One and One-half to Two-ton Truck \$1650
(Including chassis and driver's cab, only.)
Three-fourth to One-ton Truck \$1075
(Including body, electric starter and lights.)

Harrisburg Auto Co.

Third and Hamilton Sts.

F. A. M. MEMBERSHIP CONTEST

April 1 the Federation of American Motorcyclists will launch its annual nationwide campaign for new members. The contest will extend over three months, April, May and June, and every motorcycle club affiliated with the F. A. M. is eligible to compete for the prizes, which consist of fifteen Old Sol motorcycle lamps with universal brackets and one Old Sol electric lighting system. To the club securing the largest number of new members during any of these three months will be awarded five Old Sol motorcycle lamps with brackets. And then as a grand prize a complete electric lighting system will be given to the club affiliating the largest number of riders during the entire three months period.

No club will be eligible for more than one of the monthly prizes, but all F. A. M. clubs are eligible for the grand prize—the electric lighting system.

It is the understanding that the clubs winning these motorcycle lamps and the lighting system will in turn hold some sort of competitive events whereby the lamps will be awarded to individual members of the club. Thus every rider who takes part in the campaign to secure new members for the F. A. M. stands a chance of winning one of these lighting outfits for his own machine.

All horse-drawn vehicles of every sort must go! That's the verdict of the Milwaukee post office department. By July 1 Postmaster Schultz expects to have only motor-driven equipment in the Milwaukee postal service.

Howry & Son Wagon Works

We build wagons and sell direct to the consumer and saving you the retail profit. Also build auto truck bodies, paint and trim auto cars.

Shiremanstown Pa.

PAIGE

SIX-CYLINDER 7-PASSENGER \$1395

"The Standard of Value and Quality." Whether you consider the motor, the body design, the electric system, the spring suspension, the clutch, or any other of the vital parts of Paige cars, you will find unsurpassed quality for the price you pay.

4-36—five-passenger, \$1,075 Prices f. o. b. Detroit

RIVERSIDE AUTO CO.

BELL PHONE 3731R
REAR 1417 NORTH FRONT ST. GEORGE R. BENTLEY, Proprietor

"Real Comfort at Little Cost." "Most Simple Device of Its Kind."

SIMFLEX

Automobile Shock Absorbers

They do all that any other absorbers do at from one-half to one-third the cost. BE FAIR TO YOUR CAR! Give it longer life. Ride in comfort and ease. Simflex will allow it. Ask us about them.

Eureka Wagon Works, Agents

WAGON BUILDING, REPAIRING AND PAINTING A SPECIALTY
A. H. BAILEY. BELL PHONE 1349 J. 614-18 NORTH STREET

MILLER Geared TIRES

to the Road

Add the "Class" Mark to Your Car

STERLING AUTO TIRE CO., 1451 Zarker Street

THE VULCANIZERS

Union Tires

and Self Sealing Tubes

Put the "AGE" In Mileage

Union Sales Co., Inc.

Second and North Sts., Harrisburg, Pa.