

GORSON'S LARGEST DEALERS IN USED CARS IN THE UNITED STATES

For Pleasure
For Business
For Jitney
Use

No matter what your need may be, you can depend upon getting from us just the car best for your purpose at a great saving.

- 1915 6-cylinder CHALMERS: run very little. Fully equipped.
- 1914 "27" HUP. with starter and factory equipment.
- 1915 KRIT Touring: never run a mile.
- 1914 CADILLAC Touring car, 5 and 7 passenger; very attractive price.
- 1914 EDWARD-KNIGHT: A car that has been thoroughly overhauled and repainted; electric starter and lights; wire wheels; will sacrifice for little money.
- 1914 AMERICAN UNDERSLUNG Touring cars and Roadsters.
- 1914-13-12 FORD Touring cars and Roadsters. \$250 up.
- 1913 CHALMERS "30" small Touring. In perfect condition; a number of extras; \$525.
- 1914-13-12 KRIT Runabouts, equipped with top, glass front, speedometer; other extras; \$225 to \$235.
- 1914 OVERLAND Touring car, fully equipped; in good shape; \$225.
- 1914 HUDSON 6-cylinder Touring; 5 and 7 passenger; \$900 to \$1000.
- 40-H. P. BUICK, equipped with top, glass front, speedometer; \$1275.
- 1914-13-12 STUDEBAKER, 5-passenger Touring cars, equipped with top, glass front; other extras; \$225 to \$425.
- 1914 BUICK, 25 H. P., equipped with electric lights and starter; almost shape; \$225.
- 1913 R. C. H. Roadster, thoroughly overhauled and painted; can be bought for \$190.
- 1913 HUPMOBILE Roadster, overhauled and painted; in good shape; \$350.
- 1914 MAXWELL Runabout; very good condition; overhauled; owner will sell for \$250.

Gorson's Automobile Exchange

Send For Free Bargain Bulletin
238-40 N. Broad St. Philadelphia
Open Sunday, 10 to 3 Agents Wanted.

LARGEST DEALERS IN USED AUTOS IN THE U. S. A.

300 HUPMOBILES USED BY ALLIES

John L. Poole, European Export Manager, Writes of Heavy Strain on Motor Cars

The Hupp Motor Car Company is just in receipt of a letter from John L. Poole, Hupmobile export manager at Paris, in which he tells of some of the terrific conditions under which motor cars are forced to travel during war time.

Mr. Poole arrived in France shortly after the outbreak of the war. He immediately received a commission from the French government to construct a number of special armored Hupmobiles equipped to carry a 14-millimeter mitrailleuse battery for rapid firework.

The success of the Hupmobiles was so great that the military authorities placed an order for a large quantity. According to Poole, there are now nearly 300 Hupmobiles in use with the allied armies.

"These armored Hupmobiles," writes Poole from Paris, April 5, "are used principally for reconnoitering work. When a detachment wishes to find out just what the exact position of the enemy on their front, one of the Hupmobile armored scout cars is put into commission. This car, with a complement of three men, officers in charge, gunner and driver, makes a hurried trip to the front and reports conditions.

"Again when it is learned that the enemy has commenced an aggressive forward movement, a number of Hupmobiles are rushed out to cover the enemy's front and impede their advance until troops can be sent to the battle lines. It is in this last phase of the work that the stamina and speed of the Hupmobiles has proved to great advantage.

"Not long ago when at Calais inspecting a squadron of Hupmobiles, the commandant in charge notified me that one of the cars was about to make a trip to the enemy's lines, and asked if I care to join the party. I was very glad of the opportunity and seized a Hupmobile in action and we started out.

"The car, which was one of the special armored Hups, had its full complement of men, together with a big supply of ammunition and extra petrol and oil, enough to last the entire journey.

"The journey to Dunkirk was uneventful for the road lay along the way were guarded by the French. Upon leaving Dunkirk we were forced to abandon the highway and had to cut across a field which had lately been the scene of a big battle. To make matters worse a rain had set in, which made the field well nigh impassable.

"Deep ruts had been cut in the ground by the heavy artillery, the driver following these as best he could. I thought we would never reach the end of this terrible field, but the Hupmobile plowed through magnificently and at last reached good roads.

"Earthworks were thrown up on either side of the road that made driving very difficult. But the driver paid no more attention than if they were not there. We sped along at forty miles an hour, over ruts, railroad crossings, floundered in mud up to the axles, and I thought the car would be dashed to pieces, but the Hupmobile acted wonderfully and at last we reached our destination.

"The drive back was made at night, with only the side lamps burning. It is impossible to describe the return trip. During the time we were in the enemy's territory we had to go full speed ahead so as not to give the enemy a chance to stop us. I shudder to think of what would have happened had an earthwork been thrown up in front of us.

"The Hupmobiles in service here have been highly praised by army officers, and so the words, praising the performance of one of our cars in Africa which have just come to us through a letter from a large grape juice concern. Their report, Mr. R. R. Pelton, quotes to us from a letter which he has received from South Africa, which says:

"The work of the motor car in rounding up the rebel commandoes was certainly a big endorsement for the capabilities of the American cars to keep going under adverse circumstances.

"When the columns struck the sand in the desert the heavy English cars were unable to make any headway whatever and the Case car took the lead, its big tires and powerful engines enabling it to plow a road which the others followed.

"It certainly was a more exhaustive test than the Case people can ever hope to repeat. Incidentally, the drivers of the cars were a scratch lot—not specially selected, highly trained demonstrators—hence the work was more meritorious.

"It was largely due to the untiring cars being matched against the horses of the rebels that enabled the rebellion to be so speedily terminated.

"The Back-veld and malcontent had never realized the possibility of a motor car—for that matter, neither had anyone else.

"From this letter Mr. Pelton had nothing to gain, except his own satisfaction in passing along a good word, surely not inconsiderable, except from a commercial viewpoint.

"This incident permits us the use of the much worn phrase that the sun never sets on Case cars. Of course, this is of minor importance, but looking to the larger field of the doing something for the general good, this performance should not only be found of help to this company, but to all American-made goods, as it is one more demonstration that things made in this country are made just as genuinely as it is possible to make them.

"Now that the European source of supply is almost entirely cut off, the other parts of the world must turn to us for that which Europe has previously given them. With such demonstrations as this, they can turn to us with complete confidence.

"Thus this unusual demonstration helps all along the line, applying to grape juice as well as to automobiles."

Eight-cylinder Cars Are Shipped in Trainload Lots

Various reports have been prevalent over the country on the future of the eight cylinder motor car. Here in Detroit there seems to be no doubt of its future. Both the Cadillac Motor Car Company and the King Motor Car Company, the pioneer American manufacturers of eight cylinder motor cars have a big business. Both factories being taxed to their capacity on production.

The latest move to attract the attention of the car industry on the eight cylinder motor car is the shipment by the King Motor Car Company of trainload lots, valued at \$100,000 worth of their eight cylinder product to Chicago.

This King trainload is the first shipment of its kind for eight cylinder motor cars in the history of the industry. Automobile men here are now debating as to whether or not the future of the industry is not to see a big increase in the shipping of automobiles by the King Motor Car Company.

The Chicago trainload of King eights was contracted for by R. J. Morgan and C. F. Woods of King Chicago distributing house. The factory's interest being in the hands of Sales Manager W. L. Daly and Treasurer F. A. Volbrecht. While Buick, Franklin and Reo have in the past sent trainloads of automobiles to the Northwest, the King trainload is the first shipment of its kind to be sent to Chicago.

Reaching Chicago the cars were put under their own power, driven by men and women, they paraded Chicago's business loop. It was one of the most inspiring sights of the return of big business for the Middle West metropolis since the Chicago automobile show.

The King Motor Car company entered into the manufacture of their eight cylinder product soon after the Cadillac Motor Car company's announcement was made it was generally known that Cadillac had been working on an eight cylinder motor. The King officials began their experimenting early and had only short delay after the Cadillac announcement, before the King eight cylinder proclamation was circulated. The King Motor Car company to-day occupy a position all their own in the automobile selling field, being without competition in their class and price.

"Generally speaking," Sales Manager W. L. Daly declared on returning from Chicago, where he went to oversee the unloading of the King eight trainload, "business for this year looks to be a record breaker for the industry. Interest in the eight cylinder proposition is keen. Everybody wants to know about it when considering the purchase of a car. While salesmanship is very important, it is not the part of competitors merely, but it will be the part of the public themselves will buy the eight instead of having it sold to them. No, I do not think the eight will take the place of four and sixes, but I believe the time is coming when the markets will be eights and fours. I have no doubt but what next season will see a twelve, maybe one, two or three different models, but I believe the public will proclaim by their purchasing power in favor of the eight."

Hupmobile

CAR OF THE AMERICAN FAMILY

Ask the Farmer

The average farmer judges the average man by his capacity for hard work—his productiveness. And the qualities he admires in a man he admires—and finds—in a Hupmobile.

He likes the strong pull of the long-stroke motor.

He has proved that the Hupmobile will stand hard knocks and rough going. It is always ready for service.

He knows that it is as nearly trouble-proof as a motor car can be. He knows that it will ask him next to nothing for its board and keep. Repair expense is almost zero.

He needs no technical knowledge to make such simple adjustments as the Hupmobile may require.

Hupmobile history can be summed up as one good car after another—each season a bigger value.

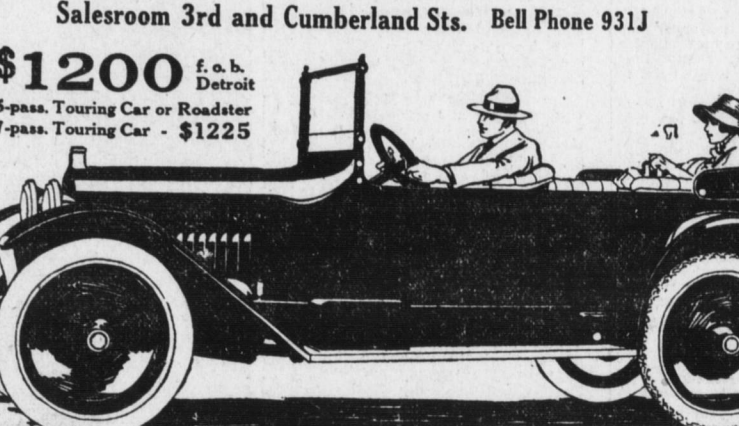
He figures that mighty few motor cars can show so clean a record. His own experience is backed up by the experience of farmer friends and neighbors. They are all Hupmobile boosters.

So he keeps on buying one Hupmobile after another—always getting a high second-hand price when he sells—always getting a better Hupmobile when he buys.

He is one of the best friends that the Hupmobile has in America. The Hupmobile case is safe in his hands. Ask him about Hupmobiles; and see the cars at our showrooms.

ENSMINGER MOTOR CO.

Distributors
Salesroom 3rd and Cumberland Sts. Bell Phone 931J



\$1200 f. o. b. Detroit
5-pass. Touring Car or Roadster
7-pass. Touring Car - \$1225

PEOPLE LOOKING FOR FACTS

A Test Conducted by the Manufacturers of Diamond Tires

"Do people read advertisements?" This is a question that those who have never had any experience in advertising are continually asking.

Another of their questions is this: "If people, even if they happen to read advertisements, pay any attention to them?"

Such questions appear foolish to the man who has tested for himself the effectiveness of good advertising. He knows that people do read advertisements and that they act upon the advice or in accordance with the facts presented.

The Diamond Tire people recently put advertising to the test without having intended deliberately to do so. Referring to the manner in which it came about, a Diamond official said: "Several months ago we invited the dealer throughout the country to write to us and tell us frankly how Diamond tires had served purchasers during the season of 1914. We wanted this information for our own guidance in building tires for this and future years. We knew that dealers would be sure to hear of any defects in the tires they sold and that they would be glad to give us firm information concerning the service Diamond tires had yielded.

"The letters that we received from dealers throughout the country were somewhat of a surprise. That was the unanimity with which the writers praised Diamond Squeegee Tread Tires and assured us of the great satisfaction that purchasers had secured from the use of our tires. It was a service record that Diamond tires had made, as shown by the reports of the tire dealers, that we decided to publish the letters in book form.

"Now, here is where the test of the value of advertising comes in. We put into the Diamond advertisements which appeared in the newspapers and farm papers throughout the country the mention of the fact that we were publishing the book, and advising the reader that a free copy would be sent to him if he would advise us of his desire to get it.

"The thousands of requests that we have received for the book constitute undeniable evidence of the fact that people read advertisements and are swayed by them.

"For every State in the Union these requests are coming to us. I might almost say from every town in the country they are being received daily. And the stream grows broader and deeper the more the book is advertised. It is the most convincing proof of the value of advertising that has ever come to my notice."

Case Does Excellent Work in Desert of Africa

"Recognition of accomplishment is mighty sweet to most of us," says E. M. Pettit, advertising manager of the J. I. Case T. M. Company. "To find real commendation of one's work and to have the words, praising the performance of one of our cars in Africa which have just come to us through a letter from a large grape juice concern. Their report, Mr. R. R. Pelton, quotes to us from a letter which he has received from South Africa, which says:

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CADILLAC LINE SHOWN AT FRISCO EXPOSITION

The exhibit of the Cadillac Motor Car Company at the Panama-Pacific Exposition at San Francisco includes, in addition to a cut-open eight-cylinder chassis, every body type the company is producing this season.

In the front part of the display are the three open models, the seven-passenger and salon touring cars, and the roadster. The salon is the five-passenger type with individual front seats and one door on each side of the body.

On the other side of the space are the company's three enclosed types, the limousine, sedan and coupe. Because of the remarkable flexibility of the eight-cylinder motor and its notable lack of vibration, the Cadillac enclosed cars are proving more popular this year than ever before. The sedan might be termed the family enclosed car, inasmuch as the owner can drive without being separated from the other occupants of the car. The coupe is of the cabriolet type, the top arranged to fold back for touring.

Substitution a Problem For Motor Car Maker

"We, in the automobile business, have been with the problem of substitution in its most aggravated form," says R. C. Rueschaw, sales manager of the Reo Motor Car Company.

"By that I mean that we are confronted with the evil of substitution not on the part of competitors merely, but right in our own house as it were. By the very dealers who handle Reo cars in some cases.

"Just at this moment, because of the extraordinary condition that exists as a result of a tremendous over-demand for Reo cars, we are wrestling with the substitution problem as never before.

"One would naturally suppose that the ideal condition for any manufacturer or dealer would be an over-demand for his product. But that is not necessarily the case. In fact it may prove a very dangerous condition. And that is why we are watching it so closely at this time.

"It is well known everywhere in the trade and among motorists that because of their splendid reputation for reliability and economy of operation, Reo fours, sixes and even motor trucks that we can supply at once. Eventually we hope to supply them all, of course.

"It would be but natural that dealers handling other competitive lines of cars, should use that argument to induce prospective buyers to accept cars of other make. But this is a business with this kaleidoscopic business would hardly expect the very dealers who handle Reo cars to do that. Yet it is a fact in several cases.

"Few people realize that, because of the fact that this is a strictly cash business it calls for the most careful watching from the sales department. Where the watching of credits is the problem in other lines of manufacturing, the watching for changes and substitution is the important thing in the automobile business.

"It explains that in a few words. Being in the name of all the salesmen, the moment a dealer has taken his car load of automobiles off the sidetrack and paid the bill, he is always attached to the bill of lading, he owes nothing to the manufacturer—not even a cent. He is a man of more than average integrity and stability and foresight, that is how he interprets the memorandum that, in the business is erroneously called a contract.

"So it happens, that when there is a demand greatly in excess of possible supply, for a certain car, there is a temptation for the dealer to take on another line temporarily and try to substitute it for the more reputable model while the big Spring demand is on.

"Of course, he may have no idea of continuing that line. He may have bought up a job lot at a big discount in fact. It's a case of cashing while the cashing is good.

"Of course, this practice is generally confined to the less responsible dealers and certainly to the short-sighted ones. When we find a case I make a mental note of the fact that another dealer will look for better representation in that town.

"But, meantime, we have to wrestle with a problem that is as old as time, but in an aggravated form in this business—substitution, and by those who are not our competitors. We expect it. To warn buyers of this, we have found it necessary to publish an advertisement treating of and explaining this remarkable condition."

TOURING CARS FOR HIRE

Lowest Prices—Best Service
Special Rates to Day Parties

Also prompt and efficient taxicab service.

W. J. GENTZLER, Plaza Hotel
Bell Phones—3702 and 2364J.
United Phone—324.

2 NEW MODELS NOW ON DISPLAY

CHALMERS MODEL 32

Six cylinder 40 H. P. \$1,400, in Touring or Roadster model.

FAMOUS SAXON SIX

5 passenger Touring Car, has just arrived, \$785.00.

Now booking orders for demonstration on both models.

Will be glad to hear from any one interested.

Keystone Motor Car Co.

1019-25 MARKET STREET
PRICES F. O. B. DETROIT

Miller Geared TIRES to the Road

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.

Try Telegraph Want Ads Try Telegraph Want Ads