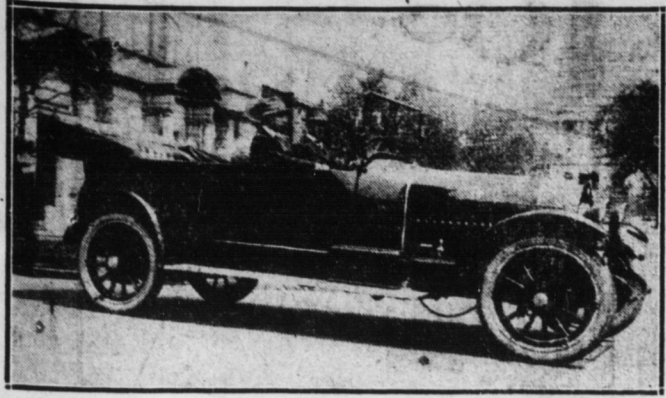


THE JEFFRY BIG SIX



In the above picture is E. C. Fager who has associated himself with the Bentz-Landis Auto Company as salesman. Beside him at the wheel of the Big Jeffery Six is J. A. Bentz, manager. The Jeffery Big Six is among the finest cars sold below the three thousand dollar figure. Equipped with the Chesterfield pure streamline body the Big Jeffery Six has elicited a great deal of favorable comment.

PERFECT BALANCE IN CAR ESSENTIAL

Roy D. Chapin, President of Hudson Motor Car Co., Tells of Its Importance

Experienced motorists are well aware of the many advantages secured by the purchase of a perfectly balanced automobile. To the first buyer, or to the man who has not given the matter much thought the subject of proper balance often does not appeal. He is apt to select a car from superficial motives. Too much stress often is laid upon mere color, finish and relatively less important details. And the really vital points are apt to be overlooked. One buyer wonders why the car he selected is a "tire eater" or a "gasoline drinker" as such cars are dubbed by the motorwise. Another cannot understand how his neighbor drives safely and confidently over wet and slippery roads with never a skid or slip. The answer to many of these questions is found in balance. A properly balanced car has its weight evenly distributed on all four tires. There is no wobbling or swaying in its motion. Tires all wear evenly and gradually. Because of the absence of jerk the motor is enabled to do its work far more effectively. A car has little tendency to "skid" when all four wheels grip the road with equal pressure. Howard E. Coffin, the designer of the Hudson Six has been called a "crank" on balance. Yet those who know realize that it is this very fact of accurate balancing of his cars that has made them such excellent performers on all classes of road surface. This practically perfect balance, combined with light weight and well proportioned power has much to do with the satisfaction that all Hudson users find in their cars. Not many motor car salesmen are well informed on this subject of balance. Buyers must not expect much information from the average salesman. Yet the thing is so perfectly clear and logical, once it is brought to a buyer's attention that he is very sure to think of it in considering the purchase of a car, especially when the car he is offered very plainly is lacking in this important requisite.

Harley-Davidson Wins Four Out of Five Entries

Winning with four out of the five motorcycles entered, the Harley-Davidson carried away most of the honors at Oklahoma City, April 20. The grind was 150 miles. "Red" Parkhurst winning in 2 hours 20 minutes 50 seconds, an average of nearly 64 miles per hour. Joe Wolter, with another Harley-Davidson, was second, his time being 2:27.06. Milt Depew, with a Harley-Davidson, came fourth in 2:33.05 and Marvin Murray, Harley-Davidson, crossed the line in fifth place. This victory is another among the recent ones announced by Heavy Brothers, local representatives, who have placed a great number of these machines in this territory.

RECEPTION FOR GRADUATES. Blain, Pa., April 24.—On Thursday evening the reception by the Junior class for the high school graduates took place in the high school room. All the members of the Junior class, twenty-one in number, as well as the graduates, and the principal were present.

REO CARS AMPLE FOR LOCAL DEMAND

Trainload Secured in March Purposely to Prevent Shortage at Height of Season

The wisdom and forethought of the Harrisburg Automobile Company in securing a trainload of automobiles the first part of March and storing them in the big warehouse in Tenth street, anticipating the Spring rush, has proved a boon to the numerous people who intended to buy Reos just as soon as the robins came. Just about one-half of these fifty-one cars have been taken out and delivered to customers in this territory. Nineteen have been taken out so far in April. It is a mighty nice thing to be able to get your favorite car the day you want it. Two hundred and sixty-three Reo cars, fours and sixes, have been received and delivered to Reo customers up to date, and a telegram received from the Reo people this morning announces the shipment of five additional carloads direct to customers in surrounding towns. The Harrisburg Automobile Company have already made arrangements to get eight hundred Reo cars for 1916 and to increase their storing capacity during the winter to 150 cars instead of the 51 they stored in March of this year. The only reason that this great increase and business is possible is on account of the wonderfully good quality of the Reo cars and its legion of friends.

Calls Cadillac Eight Best Car From America

"So far as my experience goes, I can pronounce the Cadillac Eight the best thing in the shape of a motor car that has yet come to us from the land of the Stars and Stripes." Thus writes an expert in a recent issue of The Motor News of Dublin, a leading Irish motor publication, after a run of 40 miles in a Cadillac Eight, through slush and congested traffic in the streets of London and over snow-covered roads in the open country. He goes on: "It is to all intents and purposes a one-year car, as you can use the top speed (high gear) on anything from five to over sixty miles an hour. The acceleration is really wonderful. The rate at which the car can jump from a creeping pace up to a mile per minute was to me a revelation. This was not my first introduction to the eight cylinder engine, having made a run two years ago on a De Dion with the same number of cylinders. The one impression left on my mind in connection with that trip was the smooth running of the engine. I described it then as 'being pulled along by a cable.' There was not only the feeling of sweet and easy running, but the sense of supreme and constant power as well. My forty-mile run on the new Cadillac, in and out of traffic, through slush and snow, up hill and on level, was a repetition of my previous experience. "To use an Americanism, the new Cadillac is 'some' car, as it provides comfort bordering on luxury, speed far beyond one's requirement, and ease of control so simple that a child could drive it. You have seating accommodation for seven people. Thanks to a highly organized factory and an enormous output, the American company is able to put this large family car on the market at a price that almost defies competition." That the interest of prospective purchasers in London is high, the writer shows by relating the difficulty he had in arranging for a test run, being compelled to make it in the early morning hours.

REO

The Orders For Reos For Immediate Shipment---Greatly in Excess of Possible Output---Are Pouring in Now at the Factory at Lansing, Michigan

Lansing, Michigan, today is the busiest city of its size in the world on account of the IMMENSE DEMAND FOR THESE WONDERFUL CARS.

FROM YEAR TO YEAR as manufacturing conditions have improved—and especially this year when Reo ready cash enabled them to buy when cash was at a premium and to obtain theretofore impossible values—Reo buyers have received the benefit in the lower prices.

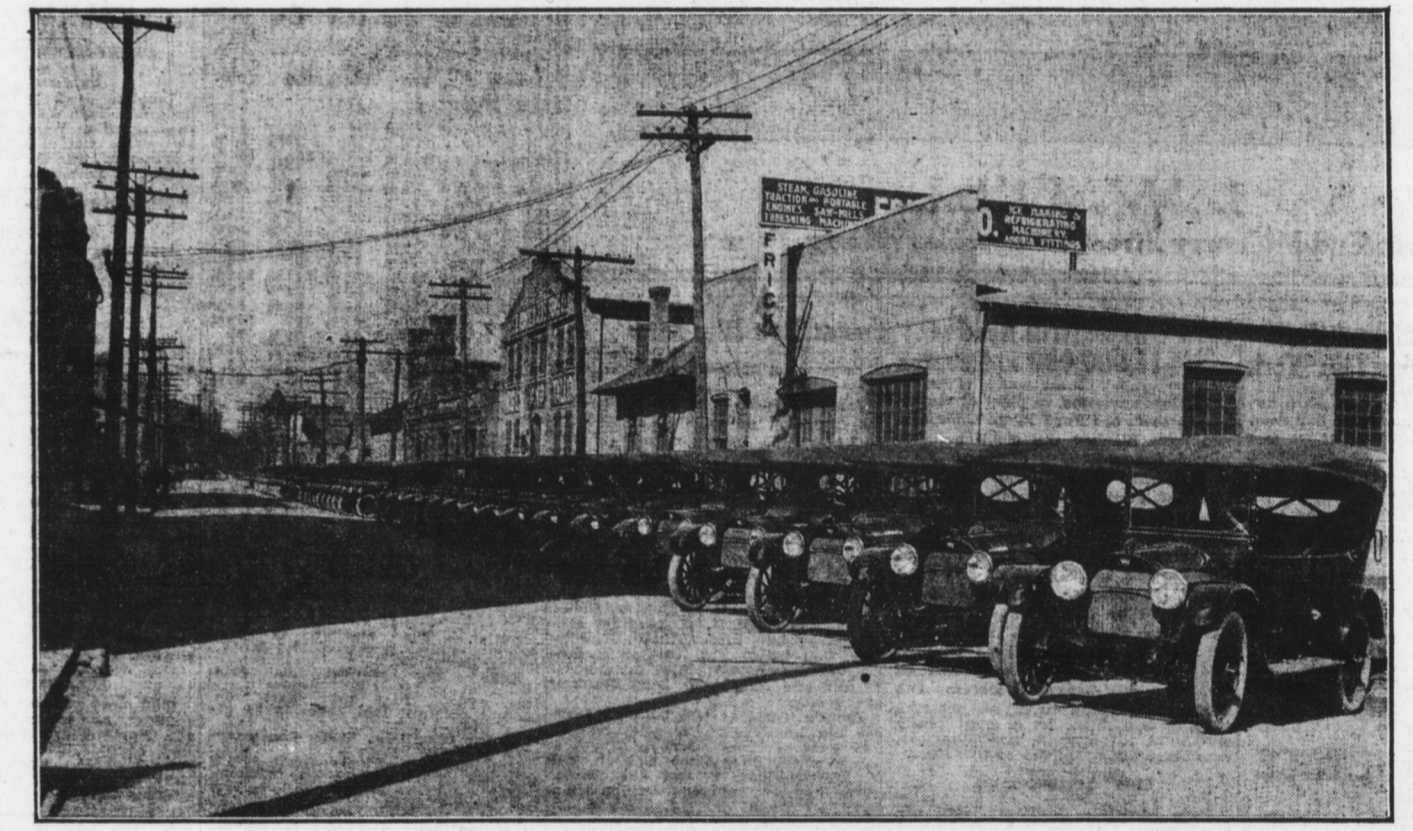
AND YOU'LL HEAR FACTS about low up-keep cost that will astound you—and that will explain to you as nothing else could, the reason for the tremendous popularity, the tremendous in-season and out-season demand for Reo the Fifth—"The Incomparable Four."

MORE THAN FORTY THOUSAND of them today in hands of users—and some of those users are your intimate friends. Ask them.

KNOWING FROM PAST EXPERIENCE that the demand for Reos is always greater than the supply—for there never has been a time since the first Reo was made that Reo could supply enough cars for all who wanted Reos—knowing that this demand would be hopelessly in excess of our facilities in the spring months, they planned, as they fondly believed, to meet it.

THEY WILL TELL YOU MORE and better than we can.

Our Allotment For This Year Is 398 Cars To Insure Prompt Delivery We Have Stored a Trainload on North Tenth Street. They Won't Last Long.



Twenty-seven of this great trainload of Reo cars have been already sold and delivered—but 24 of them are yet on hand. Can you imagine any stronger testimony to the splendid qualities of a car than that unusual demand.

SINCE THIS CHASSIS WAS DEVELOPED — and you'll remember we said then it would prove to be "the ultimate car"—finality in all essentials of chassis design—the only changes have been in improvements, refinements of details and in equipment.

WE SUPPOSE WE OUGHT to tell you something about this car—it's the usual thing to do in an ad. But bless you, everybody in the world knows Reo the Fifth as "The Incomparable Four."

REO THE FIFTH comes as nearly being a staple as has ever been designed in an automobile.

THIS GREAT PRODUCT OF REO experience, Reo facilities and of Reo integrity, occupies a place that is unique among motor cars.

The Reo ambition to make a car of superior quality at a moderate price that will lead in the Public Eye for Beauty, Mechanical Construction, Endurance, Economy of Cost and Operation is fulfilled. Order your Reo car now, Don't delay. Then you can hope to get it when you want it.

HARRISBURG AUTO COMPANY THIRD AND HAMILTON STREETS

TIRES 3500-mile Guarantee. Must be sold before MAY 15 to make room for alterations. SUBJECT TO PRIOR SALE. 14-30x3 Plain CL Casings \$7.79 each. 14-30x3 1/2 Plain CL Casings \$10.24 each. 1-28x3 Plain CL Casings \$7.50 each. 1-28x3 Anti-Skid CL Casings \$8.69 each. 1-31x3 1/2 Anti-Skid CL Casings \$12.90. 1-32x3 1/2 Plain QD Casings \$11.53. 2-34x3 1/2 Plain QD Casings \$12.55. 3-34x3 1/2 Anti-Skid QD Casings \$14.44. 1-33x4 Plain QD Casings \$17.28. 1-33x4 Anti-Skid QD Casings \$19.87. 1-33x4 Plain SS Casings \$17.28. 2-34x4 Plain SS Casings \$17.88. 3-34x4 Plain QD Casings \$17.88. 1-35x4 Plain QD Casings \$18.40. 1-35x4 Anti-Skid QD Casings \$21.20. 1-36x4 1/2 Anti-Skid QD Casings \$27.55.

E. MATHER CO. 204 WALNUT STREET

HAYNES America's Greatest Light Six The prestige of this wonderful car has been demonstrated by the tremendous sales made this Spring. We have refused immediate delivery sales. Out of a consignment of cars received we have a few left for immediate delivery. Place your order now. ROBERTS & HOIN 334 CHESTNUT STREET

CREW AT CONSTANTINOPLE Constantinople, via The Hague and London, April 24, 11 A. M.—Six officers and nineteen members of the crew of the British submarine E-15 were brought to Constantinople to-day.

FRANKLIN Ensminger Motor Co. Third & Cumberland Sts. DISTRIBUTORS

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

The Bentz-Landis Auto Company hereby 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 Jeffery Chesterfield Light Six, \$1650 Jeffery Six-48, \$2400 Pullman, \$740 Vim Delivery, \$620 to \$725 The Bentz-Landis Auto Co. 1808-10 Logan Street, Harrisburg, Pa.

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