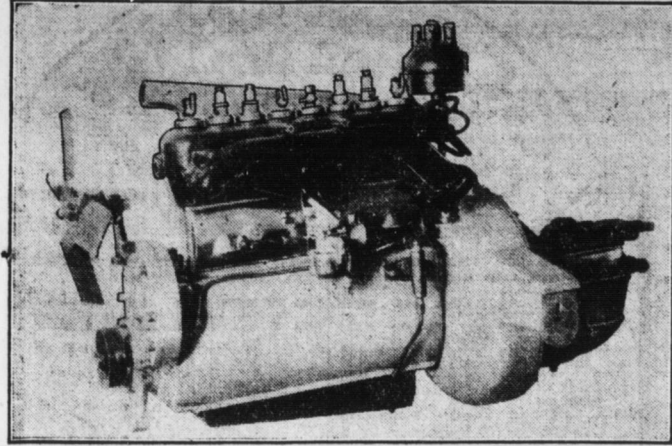


HERFF-BROOKS FOUR-25 MOTOR



The above shows the intake side of the 4-25 Herff-Brooks motor. This model 25 has been tested under almost every conceivable condition that an automobile could reasonably be expected to stand, and a great many of the cars containing this motor have been delivered since the car was announced at the Chicago show. The motor has four cylinders, cast in bloc, enclosed valves, three-point support, unit power plant, aluminum crank case and transmission case. The Herff-Brooks is represented here by J. K. Kipp.

Comfort Attributed Strong Factor in Hupp Success

"The biggest single factor that has materially increased Hupp's business this season," said E. C. Ensminger, local distributor, "is the comfort features of our models. Comfort in touring has become such a big item with the automobile public that it is almost the first thing a prospect thinks of when buying a motor car. People demand a car that can be driven with ease, that requires little physical energy in keeping it in perfect shape, and one that can be driven over the roughest sort of roads with little or no trouble to the riders. Motor car comfort can be divided into three classes—first, comfort of driving; second, comfort of handling, which consists in keeping the car in running order; third, comfort in riding. The motor car that does not include these three cardinal principles in its specifications cannot hope for a number of features, which, on the surface, appeal to the buyer, but in the long run the comfort elements it lacks will show themselves. The majority of motor cars owned to-day are used primarily for pleasure. Touring is the greatest of our outdoor sports. It follows that automobile users naturally drive cars that afford the utmost comfort in driving, as a long day's jaunt is extremely tiresome if your car is not equipped to give comfort. The springs must be big and easy acting; plenty of room in the tonneau; no crowding of passengers; soft, deep upholstery; no jarring or jolting on rough roads—these are the chief requisites prospects demand to-day in automobiles. "It is but natural that comfort should be such consideration in the purchase of a motor car. In the first thought that was given to motors was "Will it run?" No matter what a car looked like or how it was built, the question that would first enter the mind was a good automobile. To-day all cars are good cars. Every car will run. And so the public has turned its thoughts to comfort and demands a car that implies easy starting, facile operation, smooth riding, plenty of room, freedom from mechanical worry, reasonable operating cost and a multitude of other things too numerous to mention. "In designing the Huppobile, Hupp's engineers have carefully followed this demand of the public. Comfort for the motorist was the big thought back of the 1915 Huppobile. The car is large, has plenty of room and the long wheel base with big patented springs give a riding ease which is very hard to surpass. A commendable feature in this new Huppobile that greatly adds to the comfort of driving and lessens the physical strain and worry on the driver is the non-stallable motor. This permits driving in the heaviest traffic with perfect confidence that the motor will not stop start is one of the reasons why the Huppobile has become so popular this season with women drivers. "I believe that in the future automobile engineers will give the subject of comfort more attention when designing new models. It would pay engineers to get closer to this subject and find out the requirements of the public by associating themselves with what the user wants. This, of course, will take time, but we will surely see the day when all automobiles will be designed from the comfort standpoint."

600 Overlands Each Day in the New Buildings

Four hundred and fourteen cars were shipped from the Overland factory on May 10. This is 25 per cent greater than the largest number of cars ever shipped from the big Toledo plant on any single day previous to that time. Although it is a remarkable record, this great shipment is merely a step in the tremendous manufacturing and selling campaign which the Overland Company finds necessary in order to meet the demand for cars. A few weeks ago John N. Willys, president of the company, announced that upon the completion of buildings now in the course of construction, the daily output of the factory would be 600 cars a day. Overland officials declare their intention of occupying portions of the new buildings by June 1. One of these structures is probably the latest single factory building in the world, being 1,000 feet long, 200 feet wide and four stories high. In the meantime the enormous Toledo factory is steadily increasing its facilities for building and shipping 600 cars a day. To-day 3,200 men are regularly employed in the Overland shops, many departments of which are working both day and night. More than 2,000 cars left the factory during the week ending May 15. To carry these shipments 617 freight cars were required—or single train more than five miles in length. In spite of the increasing number of cars leaving the factory daily, it is declared that the order for Overlands are continually in excess of shipments. Upon his return from California a few days ago Mr. Willys stated that the tremendous output for the coming season was based entirely on actual business conditions as they are today and on the demand for Overland cars as voiced by his dealers. "The most careful survey of the motor market has convinced me that the coming year will be the biggest in history for the medium priced cars," states Mr. Willys. "During the past six months, when conditions were declared exceedingly poor by many businessmen, the sale of automobiles broke all previous records. And now that this country has so far recovered from the financial shocks incident upon the war, the demand will be much greater. "Our 4,000 Overland dealers are constantly clamoring for more cars. During the past few months we have been continually working our factory at capacity. We have broken record after record in shipments, yet we have not been able to keep pace with the influx of orders. "We are not over sanguine in deciding upon a production of 600 cars a day. In fact, I do not doubt that the demand for our cars will be far greater than we can possibly supply."

MAXWELL WINS YALE TEST

In Field of Forty Cars Maxwell is Awarded Best Record. The rapid strides made by the automobile industry and the large field thereby created for mechanical engineers of special scientific training have brought the heads of engineering departments of the largest universities to the realization that the close study of mechanical construction of the automobile is of the very greatest importance. In a report just issued by the Mason Laboratory of Mechanical Engineering, Sheffield Scientific School, Yale University, covering forty of the leading makes of cars which the school has put through exhaustive scientific tests for motor car efficiency as well as for economy of operation, the Maxwell stood out first and foremost in actual results obtained under their close observation. Among other things embodied in this report on the Maxwell they included the horsepower developed at certain speeds, the pulling strength of the car determined by special draw bar tests at various speeds. But the most striking figure obtained by the Yale engineers were those bearing on the gasoline consumption of the Maxwell at various speeds and under different conditions. This report of the engineering department indicates and proves the Maxwell's perfect carburetor action over the whole range of speed and load. "This mileage record," the letter signed by Professor E. H. Lockwood goes on to state, "is better than that of any one of the forty automobiles tested in our laboratory to date. The fuel miles per gallon brought out by the test at a speed of ten to twenty miles per hour exceed 33 miles per gallon, and at thirty miles per hour the fuel average was over 23 miles per gallon. The tests at the scientific school of Yale University are given as nearly as possible under the same conditions as would be developed on the road and the cars used for the tests are obtained either from the owner of a car or from the stock of local dealers. The Maxwell car used by the Yale laboratory was picked at random from the stock of the Biever Motor Car Company, of New Haven, Conn., and the record made by the Maxwell after two exhaustive tests was considered so good by the authorities of the engineering department that they voluntarily wrote the Maxwell Motor Company, of Detroit, the wonderful endorsement, extracts of which have been quoted. MRS. SUSAN E. FITE DIES Special to The Telegraph Dauphin, Pa., June 5.—Mrs. Susan E. Fite, aged 72, died at the home of her son, Samuel Fite, at Penbrook, on Thursday afternoon. Mrs. Fite was born near Dauphin and spent most of her life here. She is survived by two daughters, Mrs. George Wewodaw, of Rockville, and Mrs. George Baker, of Harrisburg; three sons, Joseph H. Fite, of Tennessee; Samuel P. Fite, of Penbrook, and Isaac N. Fite, of Dauphin, and fourteen grandchildren and one great-grandchild. Funeral services will be held in the United Evangelical Church here Monday afternoon. The Rev. H. C. Lutz will be in charge of the services, with the Rev. F. J. S. Morrow, of the Methodist Episcopal Church, assisting. Burial will be made in Zionville Cemetery. Rev. Abram S. Herr, pastor of the United Brethren Church, Marietta, Pa., June 5.—Miss A. Dora Kauffman, daughter of Mr. and Mrs. Hiram Kauffman, was married yesterday to J. Wayne Aungst, of Landisville, by the Rev. Peter Nissley, of Landisville.

500 MILES ON 31 GALLONS

Of all the reports made so far regarding the gasoline mileage of the Cole "Eight," the most extraordinary is that which has just come from C. H. Statler, of the Commercial Motor Car Company of Johnstown, Pa. Mr. Statler drove 500 miles on thirty-one gallons of gasoline, an average of more than sixteen miles to the gallon. Only two quarts of oil were used on the trip. During the run the core crossed Ligonier and Buckhorn mountains on "high" for the first time in automobile history. The previous eight-cylinder record for gasoline mileage was held by E. H. Baker, of Buffalo, N. Y., who drove 123 miles on eight and a half gallons of gasoline, averaging better than fifteen miles to the gallon.

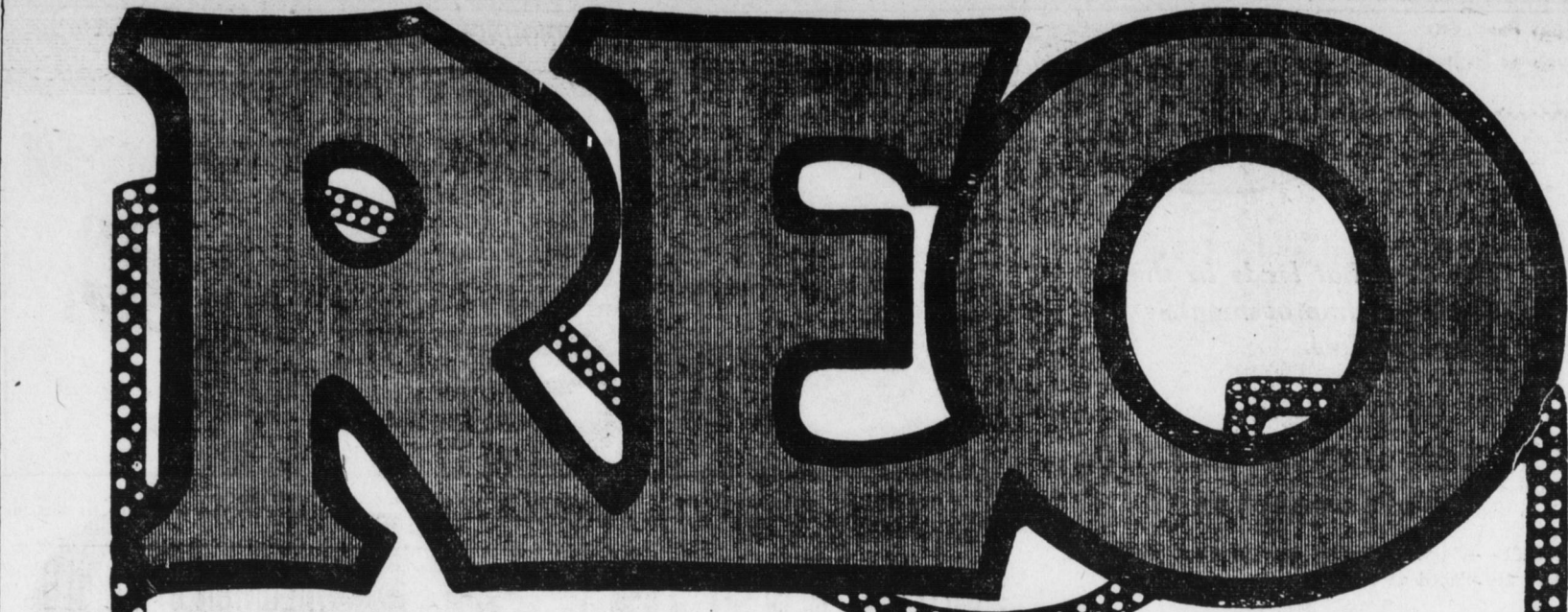
DUNCANNON ALUMNI BANQUET

Special to The Telegraph Duncannon, Pa., June 5.—Last evening the Duncannon High School Alumni Association held its annual banquet at the Hotel Johnson. John O. Beam was toastmaster and addresses were made by Charles W. Bodwell, Elmer Hamilton and Charles F. Zimmerman. Edwin B. Wase sang a solo. There were fifty-nine members present at the banquet, a number coming from Harrisburg, York, Chambersburg, Lebanon, Easton and other cities.

WILL ORGANIZE CONGREGATION

Special to The Telegraph Waynesboro, Pa., June 5.—A meeting will be held at Roadsides, near Waynesboro, Sunday afternoon at 2.30 o'clock to consider the organization of a union congregation at that place.

Advertisement for Exide batteries, featuring the slogan "Is Your Starting Battery in Good Shape?" and listing the Excelsior Auto Co. as the local distributor.



REO'S Triumph Is So Richly Deserved

THE REO FOLK FEEL that the honors that have been conferred upon the Reo product are fully deserved. BY HONORS, WE MEAN the preference—the overwhelming preference shown by motorists everywhere, for Reo cars. A preference that has resulted in a demand far greater than the big 25-acre plants could supply. A DEMAND THAT INCREASES DAILY despite cuts in prices and other expedients of rival makers to offset that preference for Reos. DID WE SAY "IN SPITE OF?" We mean because of those expedients—skipping the product so as to cut the price so as to seem to equal Reo values. It can't be done that way. Buyers know—and so the Reo demand increases—the preference for Reos grows. JUST CONSIDER for a minute two soldiers honored by having the iron cross conferred upon them. THE ONE KNOWS he is but an accident of war—that his valor was apparent only to those who did not know the cowardice that was in his own heart. The decoration is to such a man a constant reproach rather than of pride. THE OTHER KNOWS that the honor he has received was deserved—he better than those who recommended it, knows he measured up to the standard and beyond. SO IT IS WITH THE REO. The Reo folk feel that the product of their hands and their minds and their hearts—for Reo cars are all that—well deserves the high compliment, the honor, the preference the buying public is according to Reo. THEY DESERVE IT BECAUSE the cars are made on honor. None knows so well as the maker what goes into an automobile—not only of material and of labor but of good intent. IT WOULD BE A GREAT PITY if cars made on honor—priced as low as may be without skipping one iota of

quality for the sake of meeting a mere price competition—were not recognized and suitably rewarded by buyers generally. There would then be some justification for the assertion so often heard in automobile trade circles, "the buyer looks only at the price tag." REO SUCCESS CONTRADICTS—the increasing demand for Reos refutes—that statement. Reo cars have always been quality cars. And Reo cars have always enjoyed a demand greater than possible supply. NEVER SINCE THE FIRST REO was built has it been possible to make enough automobiles to supply all who wanted Reos. AND NEVER HAS THERE BEEN a time when the bricklayers and the stone masons and the carpenters were not building additions to the big Reo plants. NEVER A TIME. And today we are adding nearly fifty per cent to our factory capacity in efforts to catch up with a demand that, always, despite our efforts, keeps far in the lead. AND IT IS QUALITY—quality alone that accounts for that demand, that success. Reo stability in the Long Run. Reo low upkeep cost. Reo accessibility, that makes it so easy to adjust or replace any part. And finally the Reo guarantee that, like the car, is made on honor and honorably fulfilled. IS IT ANY WONDER that Reo folk feel proud of the preference shown for the product. And that their pride is the more pleasurable because the Reo folk feel in their hearts that it is all so richly deserved. IT IS THE JUST REWARD for making an honest product and selling it on honor. ORDERED YOUR REO YET? If so you're lucky as well as wise—for this increasing demand means that many tardy ones will be disappointed and either have to wait for their Reos or accept substitutes.

HARRISBURG AUTOMOBILE CO.

Third and Hamilton Streets

Advertisement for REO cars, showing two models: 'The New REO the Fifth' priced at \$1050 and 'REO SIX' priced at \$1385. Both are attributed to F. O. B. Lansing, Mich.

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Advertisement for Chalmers Dodge Bros. and Saxon Motor Cars, featuring the Keystone Motor Car Co. at 1019-25 Market Street.

Advertisement for 1916 Empire car priced at \$975, sold at Penbrook Garage, H. A. Fishburn, Manager.

Advertisement for Miller Geared Tires, sold at Sterling Auto Tire Co., 1451 Zarker Street, The Vulcanizers.

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