HARRISBURG

Oldsmobile Plant Will Go in For Larger Production

Jeffery Announces Sedan

The Thomas \overline{B}_{i} Jeffery Company, not satisfied with astonishing the mo-tor car world with the famous Jeffery Four at \$1.000, has gone one step further by invading the enclosed car field with a coach possessing the lux-ury of this type of car at a moderate price.

The glass in the windows is of 3-16 inch crystal plate, ground and polish-ed. In the broad forward windows and in the doors, the glass is arranged ranged to drop half, way. The rear window and the two rear side win-dows are provided with eith participant

at Sensational Price

NOVEMBER 6, 1915.



Diamonds win out over the roads you know

It is a perpetual battle between tires and roadsand victory is hard-earned.

The strength and toughness of the rubber in Diamond Squeegee Tread Tires resists the roughest road wearyawning ruts do not take toll from Diamond Squeegees.

10

Tried for years-on every road that leads in or out of this city—on all makes of cars -Diamond Squeegees have proven their unfailing superiority, and more than satisfy car ners

We have almost discontinued making smooth treads, because the small (less than 10%) increase we ask for

Squeegee treads has made Diamond Squeegees so popu-lar that 90% of the Diamond Tires sold to consumers are Squeegee Treads.

Squeegees were put on the Subtract the set of the proved to be the most satisfactory non-skid tire-tests prove that in addition to this the Squeegee construction (more rubber where the wear is hardest) makes Squeegees the best Long Dis tance tire at the price.

Diamond "Fair-List" Prices:

Diamond Size Diar Size
 Squeegee
 Squeegee
 Squeegee
 Squeegee

 30 x 3
 \$ 9.45
 34 x 4
 \$ 20.35

 30 x 3½
 12.20
 36 x 4½
 22.70

 32 x 3½
 14.00
 37 x 5
 33.00
 33 x 4 20.00 38 x 5½ 46.00





DRUGGISTS MUST TAKE DRUG BUYERS' NAMES In the future the name and address of the patient, the date, the names of all the ingredients and quantities, the cian and his registry number must appear on all prescriptions calling for narcotic drugs, or preparations, or remedies coming within the scope of



To replace a tire on the road it is only necessary to loosen five bolts; slip off the flat tire; slip on spare rim and tire; tighten three bolts, and proceed.

all four wheels. Two vitally important features.

ARE IN DEMAND The activities of the Olds Motor Vorks, during the present blg season Works, during the present big season for automobiles, are being closely watched, since the company in the past two seasons has completely changed its production program. In-stead of the comparatively small out-put of high-priced machines in former years, annual production of the Olds plant now runs into the thousands and the company is ranked among the largest producers of cars in this coun-try. Convertible Car a Great Con-

venience For Summer or Winter Touring

ENCLOSED CARS

Fall and Winter business in automobiles promises to show more start-ling gains over past years than even the wonderful summer records if the shipments of cars from Detroit dur-ing October is to be a criterion of what to expect. Almost, without excep-tion, the Detroit companies showed increases and with the orders now in, even the roosy forecasts for a big enclosed car season will be surpassed. The country seems to have gone wild over enclosed cars and sections which never before have taken cars of the sedan and limousine types are taking them in large quantities. "We have shipped more Hupmo-biles this October than for the same month any previous year." says Lee Anderson, sales and advertising man-ager of the Hupp Motor Car Com-pany. "Our production is getting bet-ter every day, but we can't keep up with the orders. We shipped 1,223 machines during the month of Octo-ber and our orders were fifty pre-cent. greater than has October. "The increase in the demand for enclosed cars he been the most stort ing part of these orders. In this particular line we have shipped the solution. "The increase in the demand for part of the we have shipped the solution. "The increase in the demand for ing part of these orders. In this particular line we have shipped the demand for instillar dow Parson is increasing its manu-tory buildings. having completed a large three-story assembly plant inviable position, with regard to fac-tory buildings. having completed a large three-story assembly plant inter the mean introduced. "Effery Announces Sedan

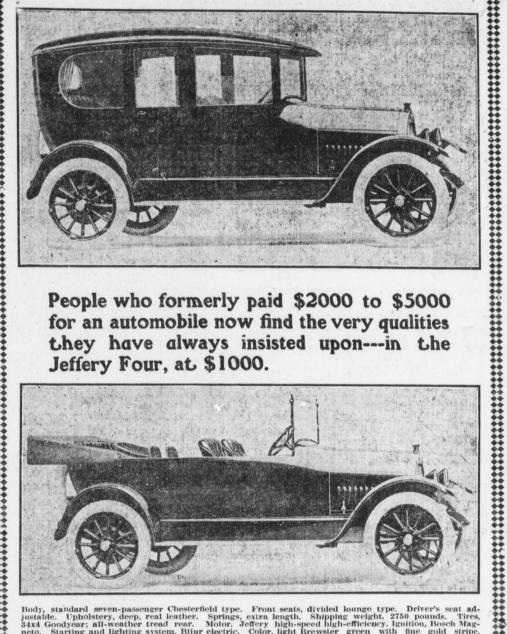
ter every day, but we can't keep up with the orders. We shipped 1.238 machines during the month of Octo-ber and our orders were fifty per cent. greater than last October. "The increase in the demand for enclosed cars has been the most start-ling part of these orders. In this particular line we have shipped dur-ing October 300 per cent. more en-closed cars than a year ago. We were prepared for a big demand for this type of car, but all calculations have been upset and we have been compelled to change our plans and increase our output, of limoustne, se-dan and year 'round touring types. "The entire country is going wild over the winter cars. It does not seem to apply to any one section but is general. The greatest surprise is the demand for sedans in the south-west. Of course, this type car is good for any season of the year and the southern motorist is now using it for protection from the sun during the day and cold in bad weather. "It is safe to predict that the en-closed car business of all companies throughout the country will double that of last year, but only the future will tell just what the limit will be. "This is not only the condition at the Hupp Company but from talks with other manufacturers I under-stand it is general. That shows a staple and sound foundation and cer-tainly shows that the demand is not created by a fad, but by a new order of things. "I figure that now that the auto

Agents

THE JEFFERY FOUR



People who formerly paid \$2000 to \$5000 for an automobile now find the very qualities they have always insisted upon---in the Jeffery Four, at \$1000.



Body, standard seven-passenger Chesterfield type. Front seats, divided lounge type. Driver's seat ad-justable. Upholstery, deep, real leather. Springs, extra length. Shipping weight, 2750 pounds. Tires, 34x4 Goodyear; all-weather tread rear. Motor, Jeffery high-speed high-efficiency. Ignition, Bosch Mag-neto. Starting and lighting system, Bijur electric. Color, light Brewster green with fine gold stripe. Equipment complete. Entire car 93 per cent. Jeffery-built.

Standard Seven Passenger..... \$1035 Without Auxiliary Seats \$1000 The Jeffery Six..... \$1350

Roadster-Three Passenger ... \$1000 Sedan (with Removable Top), \$1165

Prices F. O. B. Kenosha, Wis.

"America's Standard Automobile at a \$1000 Price" ILLUSTRATED BOOKLET ON REQUEST

Bentz-Landis Auto Co. J. A. Beniz, Manager **1808** Logan Street

frame-work of wood and iron, raising of raw material now have more busi-it several feet off the ground. "The mechanical units, such as transmission and differential gears. Still remain the same and the cost of making the change was very small." an important part."

Studebaker Crosses Five Lack of Raw Material

That the 1916 Studebaker possesse r before in the history of the y has the material market been uly, declared George M. Dick-meral manager of the National Vehicle Company. This truly, deelared George M. Dick-general manager of the National Y. Vehicle Company. "This is any Dickson, "that there is a shortage of cars next is any Dickson, "that there is a shortage of cars next is Manufatcurers find it difficient that sales are increasing. Cars is that sales are increasing. Cars of the Spring season is that she season in the period that the day for a man to go into the mars of a man to go into the mare the profit when he turned them are too any for a man to go into the mare set selers he would net hinself of the suprising to see other anies forced to increase their prices and it of the suprising to see other anies forced to increase their prices and it is by the first of the year."
We have been fortunate in getting to see other anies forced to our production is needed to our production is needed to our production is on commodities that heretofore been considered stable, now from 2 to 20 per cent. within a, and even at the increased prices, in kinds of matcrial—aluminum g for instance—are hard to obcasting for instance—are hard to ob-tain." "It has long been the policy of the National factory to have contracts for raw material fa. in advance of the fac-tory production. 'The wisdom of this policy is now paying big dividends for had we not looked well ahead, it would be almost impossible to get the re-quired quantity at this time." "Another thing that is of big help to us now is the fact that the National factory owns and operates its own machine shop. With out own equip-ment and our own trained employes, we are able to turn out promptly many of the desired parts which would hold up the whole proceedings if we had to get these on the open market."

IDENTIFIED IDENTIFIED Binks—"Shafer, do you know that woman across the street?" Shafer—"She certainly looks fami-liar. Let mo see, it's my wife's new dress, my daughter's hat, and my mother-in-law's parasol—sure! It's our cook!"—Macon News.



held with a coach possessing the lux-ury of this type of car at a moderate price. The new car announced this week is the Jeffery Four Sedan. It has all the richness of finish, the grace of linc ind luxury which has heretofore char-icterized the finest custom-made en-closed cars—yet the price is only \$1,165—and the Sedan top is easily removed, converting the car into an open machine at the first approach of warm weather. The contour of the new top, which is part of the Jeffery Sedan, harmon-zes perfectly with the body proper. In fact, the entire car is built com-plete from the ground up in the Jef-fery factory, and it looks for all the wood construction covered with a very fine quality of top material. The rear weeton of the body of the top is metal, and the supports and sills are of a very substantial character. Yet with all this strength and appearance of per-manence, the weight of the top is but approximately two hundred pounds. Taking into consideration the removal of the summer top, this makes a total added weight of a little over one hun-ired pounds.

of things. "I figure that now that the auto "I figure that now that the auto is used as much for business as for pleasure that the average citizen throughout the United States needs his car as much, if not more, in the winter and in order to get protection from the cold he is ordering his en-closed car which he uses for business: during the day and for the family pleasures in the evening." of things.

Chandler Company Will

Form Larger Organization

and the to drop half way. The rear window and the two rear side win-dows are provided with silk portiere curtains. Because of the substantial construc-tion of the top and careful padding be-tween the two forward doors and doing away with the usual panet between the rear and front doors. This gives the driver a broad unob-structed vlew, and permits the long unbroken lines which are so in de-mand in the high priced enclosed cars.

Form Larger Organization F. C. Chandler, president of the Chandler Motor Car Company, an-nounced to-day that another com-pany of the same or similar name would shortly be formed to acquire the outstanding capital stock and business of the present company. The capital stock and million dollars (310,000,000) will be the mediately the capital stock three million dollars (\$3,000,000) will be held in the treasury to provide for the ful-ture development of the rapidly grow-ting chandler business. The remulting seven million dol-mark (\$1,000,000) will be held in the treasury to provide for the ful-ture development of the rapidly grow-ting that grea mount of cash to the working capital of the busi-ness, thereby putting the company in a position to take full advantage of the control and management of the hands of the same men that have-made the Chandler business such as the chandler business such as the control and management of the hands of the same men that have-made the Chandler business such as the control and management of the hands of the basime such as the control and management of the hands of the basime such as the control and management of the hands of the basime such as the control and management of the hands of the basime such as the control and management of the hands of the basime such as the control and management of the hands of the basime such as the control and management of the hands of the basime such as the control and management of the hands of the basime men that have-made the Chandler business such as the control and management of the hands of the basime men that have-made the Chandler business such as the control and management of the hands of the basime men that have-made the Chandler business such as the control and management of the hands of the basime men that have-made the Chandler business such as the change to possime the the same men that have-made the Chandler business such as the change to possime the the same men



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*****	Ind wider opportunity, IOOOO USED AU IN OUR BIG STO EVERYONE A REAL 1916 HUP touring: fully equipped: \$709, 1916 OLDSMOBILE touring: \$675, 1915 OLDSMOBILE touring: alogs equip- ped: \$455, 1915 OVERLAND roadser: has been run 1915 BURK, mrid Case and "C37" 1915 MARMON touring: 1916 MARMON touring: 1916 MARMON touring: 1916 MARMON touring:		

Gorson's Automobile Exchange

HARRISBURG AGENT, FOR SALE OF USED CARS H. W. HELLER, 1826 Boas Street, Harrisburg.

238-240 N. Broad St., Philadelphia Bend for Free