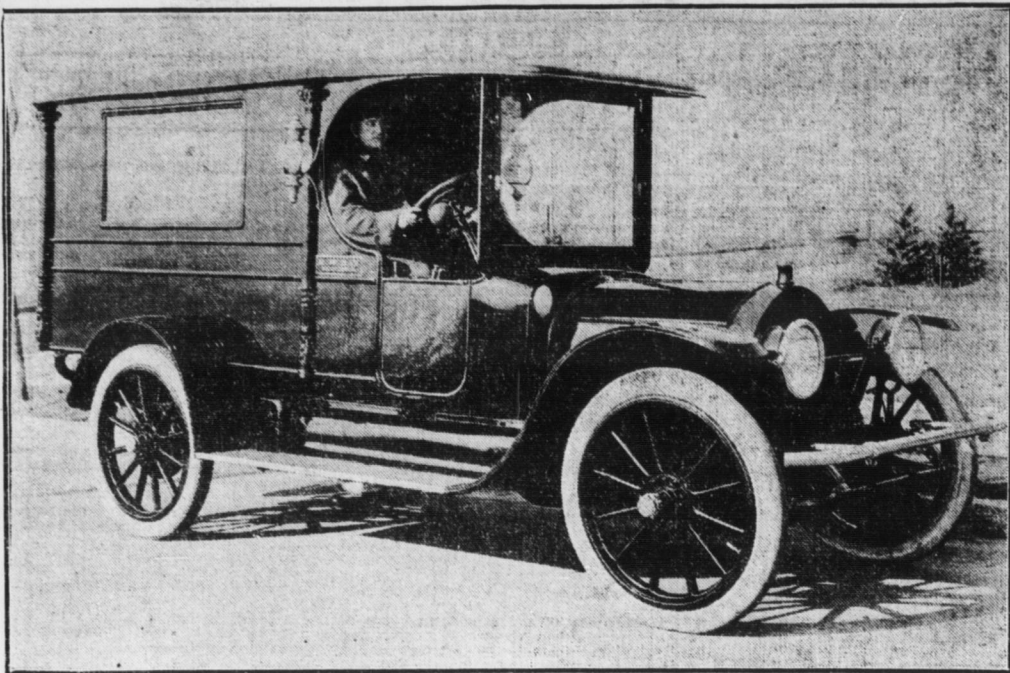


A JEFFERY WITH SPECIAL BODY DESIGN



The above shows a Jeffery with a specially constructed body for funeral car purposes. The body was designed and built by the Bentz-Landis Auto Company for H. W. Day & Son, of Williamstown, Pa. This is but one of many special jobs placed by J. A. Bentz, manager of the local company, who has made rapid progress since he became an automobile distributor two years ago.

REVIVING THE SPEED FETTER

Reo Engineer Says Speed Points Are Not Essential For Practical Usage

"I am surprised to see 'speed' again coming back and being used as a sales argument in the favor of a number of new models," says H. T. Thomas, chief engineer and designer of Reo cars. "I thought the day of high speed talk, save in the case of cars especially made for racing, had gone never to return."

"It is illogical—that talk about speeds of 70 and 80 miles an hour, in a car made for general utility, touring, etc. "Of course it makes a strong appeal to the untutored and the unmechanical, and perhaps we engineers are too prone to look at it from a scientific and practical standpoint."

"Our sales manager frequently tells us that as salesmen, we engineers are hopeless. "I suppose that is so, too; yet I am sure he agrees with me that in the long run he would rather sell cars that have a sound engineering basis than those built with an eye singled to talking points."

"It is difficult for one who has not studied the practical engineering problems involved, to understand why speed possibilities should not be arguments in favor of any automobile. It seems to them that, though they may never want to use it, still it must be a good thing to have the car."

"Now there is just the point. It is not a good thing to have in the car. "I contend that it is not possible to build an automobile that will make 70 to 80 miles an hour and yet retain in it those qualities the average buyer needs and should have—long life and low maintenance cost."

"I guess I am hopeless from the salesman's standpoint because now that I have gotten this far, I find it difficult to put in words so that the average layman will understand, those technical terms which have such a tremendous bearing on the case. "Let's see if we can do it."

"A gasoline engine may be made to develop its maximum efficiency (no. 1 did not mean maximum power, but maximum efficiency) at any speed the designer may predetermine. "There! That sounds pretty good. "Read it again, and you'll understand it," as the publicity man says.

"This is accomplished in devious ways; by variation in compression and valve sizes; periods of opening and closing; degrees of opening and closing; by ignition, etc. "Ratio of stroke to bore, on which so much stress is laid by some makers, and which so greatly impresses the tyro, has in fact, very little to do with the case."

"Nor is a long stroke motor necessarily a high speed motor, or vice versa. You can get any old speed you want out of a motor if you know how. Make the compression high enough and the valves large enough and you'll get all the engine speed you want. But—high compression motors are notoriously bad performers at low speeds and the action is very severe on crankshaft and connecting rod bearings in the long-run."

"The engineer who knows his business can perform all kinds of stunts with a gasoline engine. "There is a great temptation to do it, too. We Reo folk gratify our curiosity by going it in our own laboratories. We never, however, however, to foist these things on Reo buyers. We know the ultimate consequences too well. Besides, the Reo policy of producing and selling only that which our greater experience teaches us has proven the best after all."

"We engineers, looking through the periscope from our laboratory, have frequently noticed that when some new and hitherto unproven feature is to be tried out on the public the 'speed' argument is resurrected to conceal the real issue. "You can, as I have said, produce various interesting phenomena by juggling with the various parts of a gas engine, and among others you can produce maximum efficiency at any engine speeds and also by gear ratios at any desired car speed."

"Now if the average speed at which the average driver wanted to drive were 80 miles an hour we could all, and doubtless we would, make our motors so they would develop their maximum efficiency and run with the greatest ease and the least vibration at that speed. That is easy. "In fact, that is precisely what is done in a racing car. But did you ever take a cross-country trip in a racing car over roads where you had to hold the speed down to say 25 or 30 miles an hour?"

"If you have, I would not need to go any further with this argument. "You would appreciate what I mean, and you would not want in your car a motor that developed its maximum efficiency at 70 miles an hour. "You would want exactly what the more conservative engineers, from the fullness of their experience, have designed for you. That is, a motor that develops its maximum efficiency—that runs smooth, most silently and with the least vibration and wear at those speeds at which you will want to travel 95 per cent. of the time—and that is about 25 miles an hour. "But I suppose the advertising men and the salesmen need something new to talk about from time to time. It must get pretty monotonous talking about the same things all the time. "We engineers can at least sympathize with them in that regard. For if we just kept working away in the laboratory at the same old thing

all the time, we would get tired of it even though we knew those same old things were after all the best things. "I would commend to the salesman, however, another way of relieving his nerves. That would be to take a special racing car, go out and burn up the roads for a few hours once a week. I have found that is an effective cure for the racing spirit. "We in the laboratory accomplish a similar purpose in another way. We build and experiment and try out all the freak things we hear of in American and European engineering journals. "That gives us scope for our imagination and yet does not impair the Reo prestige with the public. "Once in a while, too, we find something that is really better and then the Powers that Be let us put it into the Reo car. "For the most part, however—say about 99 per cent. of the time—we see the new ideas as impracticable or useless."

GUNMAN IMPORTED TO DISCREDIT POLICE

[Continued From First Page.]

Agency and the resultant murder of Policeman Broer Johnson. He said that should this connection be proven, and also that certain policemen and politicians had allowed the criminals to work in Chicago, charges of accessory before the fact to the murder of Policeman Johnson would be lodged against them.

Rosenthal Murderers Brought With the alleged confession of Mack and the Kramer brothers that they robbed the Washington Park Bank, the authorities to-day are paying special attention to reputed importation of criminals to discredit the administration. The Kramers were quoted as having said they were intimates of the Rosenthal murderers in New York. According to Charles Kramer the brothers were taken into custody by the New York police shortly after the murder in July, 1912, of Herman Rosenthal. They were found, he said, in the room of Harry Horvitz, known to the New York authorities as "Gyp the Blood" and were held for a few days while the murder was being investigated but were released when they established an alibi. They came to Chicago last September. Brodie and Felne also are said to have police records in New York.

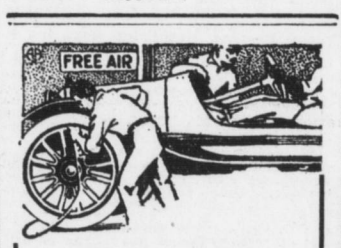
Only portions of the alleged confessions were made public. Practically all of the money stolen from the bank has been recovered.

Arrest Son For Breaking Into His Parents' Home

Breaking into his parents' home at 705 Capital street, which had been locked and nailed shut when they left the city, John Green was arrested this morning together with a companion, Charles Smith. Both are charged with felonious entry. Officers McCann, Scheilhaus, Cummings and Schaffner made the arrest after neighbors had reported earlier in the day that someone had been sleeping in the house. The parents are visiting at Butler, Pa., and had the place securely closed when they left.

AUTO KILLS PET DOG

A small white pet dog was struck by a large automobile while going down Race street at breakneck speed in the vicinity of Conroy street this forenoon and killed. The driver of the car never stopped.



Drive In!

Yes, sir, just for air! You don't have to buy a spark plug or leave a tube to be mended or buy a pint of oil because you need air. Just say, "I want some of your air," and you'll see smiling faces and men eager to help you out. And any other time—when you really need us or anything we carry we know you'll remember us. "Air in time saves a blowout"

Shaffer's Garage
Bell Phone 2747
46-78 S. CAMERON ST.
R. D. LaTour, Manager.

FRANKLIN
Ensminger Motor Co.
Third & Cumberland Sts.
DISTRIBUTORS

CASE
The New Forty \$1090
With all the merits of the earlier "40" which sold for \$2,300, the Case Company gives you proof of the progress which the company has made in the automobile field. In taking over the distribution for the Case with its international reputation for quality and efficiency, we invite your inspection of the new model with perfect confidence in the merit of the product and guarantee the best of service, backed up by the splendid factory organization and the excellent mechanical facilities in our own service station.
120-inch wheelbase; 2 1/2 x 6 L-head motor, 40-45 H. P.; Westinghouse starting, lighting and ignition; Timken bearings; 5/8 floating rear axle with spiral bevel gears; cantilever springs; 3 1/2 wheels; one-man top; divided front seats, adjustable. Price \$1090. f. o. b. Racine, Wis.

4 AND 8 CYLINDER
BRISCOE CARS
The capacity of the four-cylinder Briscoe motor is 190 cubic inches; that of the eight-cylinder motor 196 cubic inches, so that the power output of the two motors is about the same, both being rated at 38 horsepower. Whether you prefer a Briscoe Four or a Briscoe Eight, you cannot go wrong in either case, for Briscoe cars are the result of latest engineering thought.
Briscoe 4-38, \$750
Briscoe Eight, \$950
Prices f. o. b. factory

Connover & Mehring
Sole Distributors for Central Pennsylvania
1713-1717 North Fourth Street

Veteran Firemen Buy Third Street Property
At the first annual meeting of the Veteran Volunteer Firemen's Association officers were elected and announcement was made that the association had secured the property at 923 North Third street to be used as headquarters. The new officers include: President, William L. Jauss, of the Washington Company; vice-president, E. Levi Tittle; recording secretary, S. F. Dunbar; financial secretary, T. S. Cless; treasurer, Augustus Wildman; trustee, W. DeWitt Franklin; auditors, Jesse Smith, John W. Williamson and John T. Ensminger, Jr.; membership committee, George D. Ellis, John T. Ensminger, Jr., and L. H. Lickel; delegate to State convention, A. J. Patton, and alternate delegate to convention, L. H. Lickel. Committee to select furniture for the new home, Howard O. Holstein, E. Levi Tittle, T. S. Cless, Augustus Wildman, Charles H. Spicer, George D. Ellis and A. J. Patton.

King Car Sales Co.
"The Car of No Regrets"
Five-passenger, eight-cylinder \$1,150
Seven-passenger, eight-cylinder \$1,350
Prices f. o. b. Factory
King Car Sales Co.,
80 S. Cameron St.

The Time To BUY TIRES
Our Annual Sale
COMPARATIVE PRICES
30x3 1/2 Non-Skid \$10.00
33x4 Non-Skid \$14.75
34x4 Non-Skid \$15.00
35x4 1/2 Non-Skid \$19.00
37x5 Non-Skid \$25.00
FIRST FIFTEEN FEBRUARY DAYS
Front-Market Motor Supply Co.

THE "Big Four" COMBINATION

The most complete line of pleasure cars and trucks any dealer could have to sell.

Absolutely the greatest value ever offered in any automobile. Specifications upon request.

Table with 2 columns: Model Name and Price. Includes Jeffery, Pullman, and Vim models.

Table with 2 columns: Model Name and Price. Includes Standard models.

OUR TERRITORY
JEFFERY—Dauphin, Cumberland and Perry Counties.
PULLMAN—Dauphin, Northumberland, Perry, Juniata, Mifflin, Snyder and Union Counties.
VIM—Dauphin, Cumberland, Perry, Juniata, Mifflin and Snyder Counties.
STANDARD—Dauphin, Lebanon, Lancaster, York, Adams, Franklin, Cumberland and Perry Counties.

Wholesale and Retail
A 50-Hour Free Service Card Is Given With Each Retail Sale
Bentz-Landis Auto Co.
J. A. BENTZ, Mgr.
1808-10 Logan Street
Harrisburg, Pa.

Bringing Up Father By McManus

