

REO MAINTAINS HIGH STANDARD

Four-Cylinder Reo Sells For \$500 Less Than Three Years Ago

An examination of the Reo models show an absolute absence of novelty or radicalism in either its "four" or "six" features. There is continued that refinement and careful attention to detail so characteristic of Reo, the smartness of design, the completeness of the equipment, marking the new cars with a distinctiveness expected of the products of R. E. Olds. While reducing the price for both models considerably, each has been enlarged, numerous improvements made and conveniences added. In no sense has there been a skimping in quality of workmanship or material.

Reo the Fifth sells for \$875. When one considers that only three years ago this same car, but lacking the refinements and improvements which have come during the past three—electric starter and lights, one-man top, etc.—sold freely at \$1,375, one is impressed with the fact that the buyer must get wonderful value in the present car at \$500 less.

In the matter of leather, for example, the Reo company has not succumbed to the general trend for artificial leather. The upholstery of the "four" is still genuine leather, and that of the "six," which this year retails at \$1,250, is genuine No. 1 hand buffed, enamel finished leather. The value in the "six" is quite as striking as that of the "four." This model proved very popular and enjoyed a tremendous over-demand at its last year's price. This year's model is a full seven-passenger car—the former one seated only five—wheelbase is longer and tire equipment heavier.

There is no noticeable change in the lines of the "four." It has been brought up to date in design, but no effort has been made to follow the fads of the moment nor to make it ultra-fashionable.

George McFarland states that there is a well defined line between the demand for "fours" and "sixes," and at that point occurs also the division in demand between five and seven-passenger cars.

"No one can prophesy with any certainty," says one of them, "but it looks to us as if the future will resolve itself into a demand for five-passenger cars of the four-cylinder type and that those who want seven-passenger cars will also prefer six-cylinders. The extra two cylinders add just sufficient power to handle the extra load and without increasing the relative force of the impulses or weight of the motor."

Notable in the improvements of Reo the Fifth are details of door fasteners, oil cups on front springs and rear ends of rear springs. There is now an oil cup on every moving part of Reo the Fifth as well as the Reo "six." Spark and throttle levers have been placed on top of the steering wheel, violating a Reo convention that is almost as old as Reo, but indicating a compliance with buyers' preferences even though the engineers still insist that the old location was better from a driving standpoint.

Electric light switches and carburetor adjustment levers have been placed on the steering posts so that it is now possible to turn the lights on or off, dim the headlights and make carburetor adjustments from the driving seat. The coil board, formerly with metal. A new tire holder has been adopted—one that is supported

covered with leather, is now covered from the frame directly and has no connection with the body. The gasoline tank remains under front seat, but a dash pump has been added for use in emergency. Divided front seats are a striking feature of this model.

Prosperous Condition Shown in Jeffery Business

The prosperous condition of the automobile business is graphically illustrated by a recent photograph taken for the Thomas B. Jeffery Company which shows 2,700 of its employees, assembled at the noon hour in the courtyard back of the Jeffery offices. The Jeffery company this year is employing, including the night shift, nearly 3,000 men as compared to 1,300 a year ago. During the first six days of December the Jeffery company shipped more cars than were shipped during the entire month of December a year ago.

This tremendous increase in business during a month which is generally considered a slack period is due primarily to three factors—a greatly increased domestic business in pleasure cars and trucks; a heavy demand from foreign countries which have heretofore been supplied by the war-rigged nations; and the introduction of the Jeffery Sedan. The Sedan is built entirely from the ground up in the Jeffery plant, a custom-made enclosed coach in every sense of the word, yet the top is removable for summer weather touring.

In spite of the fact that the Jeffery facilities have been rapidly increased in an attempt to take care of new business, it is apparent that more strenuous efforts will have to be made to keep up with the demand. Plans for a new three or four-story body building department and a large foundry have already been completed. One look at the Jeffery models at the Benz-Landis exhibit is sufficient to realize the reasons for this prosperous growth. The Jeffery sales in charge of J. A. Benz have shown a steady increase and many of them in use here testify to its efficiency.

Harley-Davidson Show on at Heagy Bros.

This week is proving of interest not only to automobile enthusiasts but to cyclists as well. Heagy Bros., of 1200 North Third street are conducting a Harley-Davidson Motorcycles show that is bubbling over with merit. They have decorated their spacious showroom for the occasion; green and white being the general color scheme. Their splendid big show-windows are devoted to an exhibit of motorcycle prizes in the form of loving cups and medals which have been won during past seasons by local cycling enthusiasts.

Music is furnished daily, but for Thursday evening an orchestra was engaged to make the occasion doubly enjoyable.

"The Harley-Davidson motorcycle has had a rather unique history," said Ray Heagy, a "telegram representative to-day." "In 1902 the first Harley-Davidson was built by the Davidson brothers, Walter and Arthur, and 'Bill' Harley. Their first machine was of necessity rather crude when compared to the perfect machine they are putting out to-day. Their 'factory' was a shed, 10x15 feet but this soon proved inadequate and it was increased in size from time to time until to-day they maintain a factory containing 206,230 square feet of floor space and employ 2,000 mechanics. During the initial year of the enterprise it required four months to complete a machine, their total output amounting to just three machines. At the present time, one complete machine is turned out every five and one-half minutes, the yearly output being valued at six million dollars."

Hupmobile

The mark of superior motor car service

More Comfortable More Beautiful

Your first ride in it will show you performance that proves the car as good as it looks. And the ownership will give you daily satisfaction in its economy and its never-failing service.

Its riding comfort is even greater, because the cushions are two inches thicker, built of real curled hair and the finest cushion springs and covered with genuine leather.

An inspection of the car, with a ride in it, will establish the car, in your estimation, for what it actually is—the best value in the market at anywhere near its price.

The new car will go as far on a gallon of gasoline and oil, although its power is 20 per cent. greater. On the score of quality and resultant durability and economy, it has been difficult to make improvements.

In proof of this we need no more than point to the Hupmobile repair cost record of less than 1/4 cent per mile, and its well-known fuel, oil and tire economy.

This car issues from the same factory—is produced by the same organization—that has made the Hupmobile famous for its sturdiness and economy.

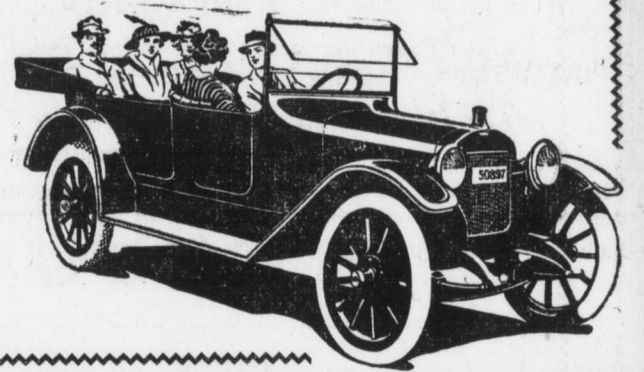
More Powerful and as Economical as Ever

Just as truly as first impressions are lasting impressions, you will always think of the Hupmobile as a big car—A car of surpassing beauty—A car of delightful comfort—A really extraordinary value at its price.

5-Passenger Touring \$1085

- 7-Pass. Touring \$1225
- 2-Pass. Coupe \$1365
- 5-Pass All-Year Car.. \$1185
- 5-Pass. Sedan \$1365
- 7-Pass. Limousine \$2365

See It At The Show

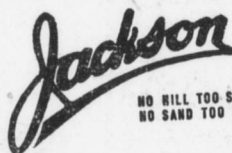


Ensminger Motor Co., Distributors. Third & Cumberland Sts.

National

A keen auto buyer well knows that his character and standing in the community will be indicated by the make of car that will be seen standing in front of his residence this summer.

Pennsylvania Auto Sales Co. 58 SOUTH CAMERON



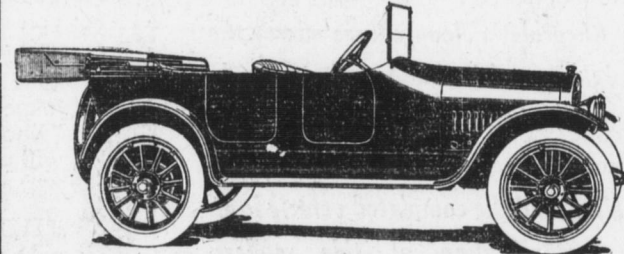
Model "34"--\$985

A Revelation and Delight

is this Jackson Four. Its road performance is astounding to those familiar with ordinary high-grade four. It flies up hills and pulls through sand with an ease and freedom from laboring of any sort that makes the driver loathe to believe it is only a "four."

Vibrationless at 55 Miles per Hour

with the motor turning at 2700 r. p. m. When you see this test you'll begin to appreciate that you're getting an extraordinary car in the Jackson Model "34."



A Four of Amazing Flexibility

Flexibility virtually means motor elasticity. It means SUPPLENESS—the power to exert and recover without effort. But you must let the Jackson "34" tell its own story; we'll gladly offer you the opportunity.

Model "348" \$1,195—Model "68" \$1,685

P. H. KEBOCH

Distributor For Eastern Pennsylvania 15 SOUTH THIRD STREET

Cadillac Standard of the World

"Cadillac Eight"

THE motor car that created new and higher standards of motoring luxury and performance you may rest assured is a safe car for you to buy.

Crispen Motor Car Co. 413-17 S. Cameron Street Harrisburg, Pa.

The New Home of the Auto Transportation School
25-27-29 NORTH CAMERON STREET



The second floor is used for the instruction of students in the operation of motor cars. Actual experience under the direction of expert automobile mechanics while they assemble and repair motor cars. This gives students a practical knowledge of motor car mechanism. Complete course \$50, payable on easy terms.

Car storage on first floor. Cars delivered to all parts of city, FREE.

Fireproof, steam heated, expert repairing, charges reasonable. Magnetos, Self Starters and Carburetors Adjusted Free.

Stock Transfer Ledger

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PAIGE

The Fairfield "6-46"
7-passenger \$1295 f.o.b. Detroit
At the Auto Show

A tried and proven success. Will render unflinching service day in and day out. Staunchly built—mechanically efficient—superbly designed. A car of known quality, known ability. An eminently safe automobile investment.

An inspection at the show will explain why "The Standard of Value and Quality" is a very appropriate and truthful slogan.

Fleetwood "Six-38" five-passenger, \$1050

Riverside Auto Co.
Rear 1417 N. Front Street.
George R. Bentley Bell 3731-R

\$985

Paterson

HERE'S a big roomy, high-grade Six—sold extensively for seven years, and manufactured by a company that has built quality carriages for 46 years.

This new Light Six is their masterpiece—and they're justly proud of it—because it embodies the very best of the latest engineering ideas in practice. That's why we consider the Paterson "6-42" the greatest motor value at \$985.

Six-cylinder Paterson, new Continental Motor, 3 1/4 x 4 1/2-inch unit power plant, full floating rear axle, 117-inch wheel base, and many other superior mechanical features.

Crow Elk-hart "30"
"Made to Make Good"

None but the best materials are considered good for use in the Crow Elk-hart car. Bower and Hyatt bearings, Thermo-Sydon cooling system, Disco-motor generator system. Demountable rims, 112-in. wheelbase, gravity gasoline feed.

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