

**HAYNES 'LIGHT SIX'
HAS FLEXIBILITY**

C. E. Hoin, of Miller Auto Co.,
Gives Opinion on Women
Motorist's Preference



C. E. HOIN

C. E. Hoin, of the Miller Auto Company, local representative for the Haynes Automobile Company, of Kokomo, Ind., one of the most prominent and the oldest automobile manufacturers in the United States, when pressed for an opinion on woman's preference in motorcars, said:

"Women, being possessed of grace, beauty and all of the finer qualities, naturally seek the better points in objects with which they come in contact. Also the modern women, who are developing ideas along sturdier lines than their earlier sisters, are looking for objects of their daily life along the same line. The automobile is not an exception, and when selling a car the women are important factors to consider in the sale. They demand not only beautiful and graceful lines, but strength and power as well."

The Miller Auto Company has long been identified among the leading automobile concerns of Central Pennsylvania and are strong boosters for the Haynes, "America's First Motor Car." One of the season's most popular cars, according to Mr. Hoin, is the Haynes "Light Six," selling at \$1485, completely equipped with everything pertaining to the motorcar that one might desire.

The Haynes "Light Six" has gained quite an enviable reputation among local motorists through the flexibility in its varying speeds.

Popular opinion has its effect in the finished product in most every line, and that of the motorcar manufacturer is no exception. The American motoring public demanded a car that could be throttled down to a mere crawl—a mile an hour on high if necessary demanded, and as readily swung into a sixty-mile gait. That was the public demand and the Haynes complied with that demand—the new "Light Six" is their answer.

The motor in the Haynes "Light Six" is of the light high speed, high power type, which has proved to be the most economical type of automobile motor. The power plant is a single unit with three point suspension. So perfectly adjusted is the motor that an ordinary lead pencil may stand on the cylinder block while the motor is running at 1,500 revolutions per minute. This is equivalent to a speed of 37 miles per hour.

The cylinders are cast in bloc and water is circulated between every cylinder and around every valve seat. The cylinder dimensions are 3 1/2 x 5 inches.

The 1916 Haynes "Light Six" is an extremely handsome car. Its refinements are such an appeal to the owners of the highest priced cars, people who demand the utmost comfort and refinement and convenience. The car has many attributes that can only be found in machines many times its price. It has a distinctive appearance that attracts the attention of the man of position. The Haynes company with their 23 years' experience of successful automobile building feel that they have produced a car which they can be justly proud of.

Another salient point of superiority claimed by the manufacturers of the Haynes "Light Six" and one of primary interest to all motorists just at this time is the extremely low gasoline consumption, the claim being that from 15 to 22 miles per gallon will be delivered under all conditions. This means an unusually low running expense, a point to be borne in mind when considering the purchase of a motorcar.

Mr. Hoin, in speaking of the accomplishments of the new "Light Six" claims to have averaged a pick-up of 30 miles per hour in seven and one-half seconds from a standing start—a real accomplishment for a car the size of the Haynes.

**Jordan to Make Motor
Car Bearing His Name**

A young man who paid for his high school education by "kicking" an old Gordon press after school in a country newspaper office and worked his way through a big university as a star political reporter stood up before a group of bankers, business men, newspaper and advertising men in Chicago the other day and announced that he had resigned a high salaried job as secretary and sales manager of a big corporation to begin the manufacture of an automobile to bear his own name.

Within forty-five minutes the men who heard this announcement had subscribed \$200,000 to the stock of the Jordan Motor Car Company, of which Edward S. Jordan, who began life as a printer's devil, is president and general manager.

The stockholders include bankers, newspaper editors, automobile parts makers, salesmen, engineers, advertising experts, wagon manufacturers, farm paper publishers, successful motor car dealers, the counsel of a great American railroad, advertising agents, heads of large printing concerns and capitalists.

All of these interests have been marshalled by Jordan, who, with his working associates, will have control of the company, while he also brings to the business the experience of nine years as secretary and sales manager of the Jeffery Company, one of the five wealthiest corporations in the industry.

Jordan says he will not build a cheap car, but one which appeals to three people—the tall man, the short man and the woman of good taste.

As an explanation of his success he said to the stockholders: "I learned when I was a newspaper reporter through interviewing many men like Roosevelt, McKinley, Taft, Justice Brewer, Booker Washington and Elihu Root that the secret of success does not lie in fortunate birth, but in knowing more about your job than anyone else and working harder at it."

America's Greatest "Light Six"

\$1485

AMERICA'S GREATEST "LIGHT SIX" is no idle *claim* when applied to the Haynes "Light Six." What *other* car is so flexible as to go one to sixty miles per hour on high? What other car runs under all conditions, from 15 to 22 miles on a gallon of gasoline? What other car can pick up a speed of 30 miles per hour in seven and a half seconds from a standing start? What other big car will average 8,000 miles to a set of tires, and 400 miles to a quart of oil? THE HAYNES MOTOR, WITH CYLINDERS 3 1/2 x 5, WILL DEVELOP MORE POWER THAN ANY OTHER MOTOR OF ANY MAKE OF EQUAL BORE AND STROKE. How *could* there be greater *efficiency*? Get behind the wheel of the Haynes "Light Six," and you will quickly understand why it is called America's Greatest "Light Six."

America's Greatest "Light Six"

Here's a car you're proud to own. Placed alongside of cars of the very highest price consideration the Haynes does not suffer by comparison. Compared with cars in the same price class, it gets a wide margin of preference.

It's great to drive a car so graceful and thoroughbred in appearance that you smile with pride every time you step in for a drive. There is real pleasure in owning a car that will do more than the other fellow's—a powerful car that is so easily controlled that any woman can drive it—a car that will pull through hub-deep mud and up the toughest hills on high without shifting gears.

Specifications and Prices

"LIGHT SIX" (Model 36) Five-passenger touring car or three-passenger roadster. Weight 3000 lbs. Wheelbase 121". Price \$1485	"LIGHT TWELVE" (Model 40) Five-passenger touring car or three-passenger roadster. Wheelbase 121". Weight 3100 lbs. Wire Wheels. Price \$1885
(Model 37) Seven-passenger touring car. Wheelbase 127". Weight 3100 lbs. Price \$1585	(Model 41) Seven-passenger touring car. Wheelbase 127". Weight 3200 lbs. Wire wheels. Price \$1985

The "Light Six" and "Light Twelve" motors are interchangeable. All models are completely equipped, including seat covers, moto-meter, ammeter, and all accessories.

Let us demonstrate the Haynes to you—actually SHOW YOU WHAT IT WILL DO. Last spring and summer more people wanted Haynes cars than could get them. The same will be true this year. But placing your order now will insure delivery of your car when you want it.

America's Greatest "Light Twelve"

This beautiful new car is Haynes quality throughout. Behind its twelve purring cylinders you get a joy of driving you have never before known—just one long sweep, up hill, down hill, everywhere, with no vibration. It is a light-weight car containing a powerful, smooth running twelve-cylinder motor which actually develops seventy-five horse-power.

This Master Motor is of the high-speed type, with valve-in-head construction and removable cylinder heads. Aluminum pistons are used. The design is simple and all parts are readily accessible. The motor is light, weighing but little more than the "Light Six" motor. It is powerful yet economical—absolutely the last word in automobile engineering.

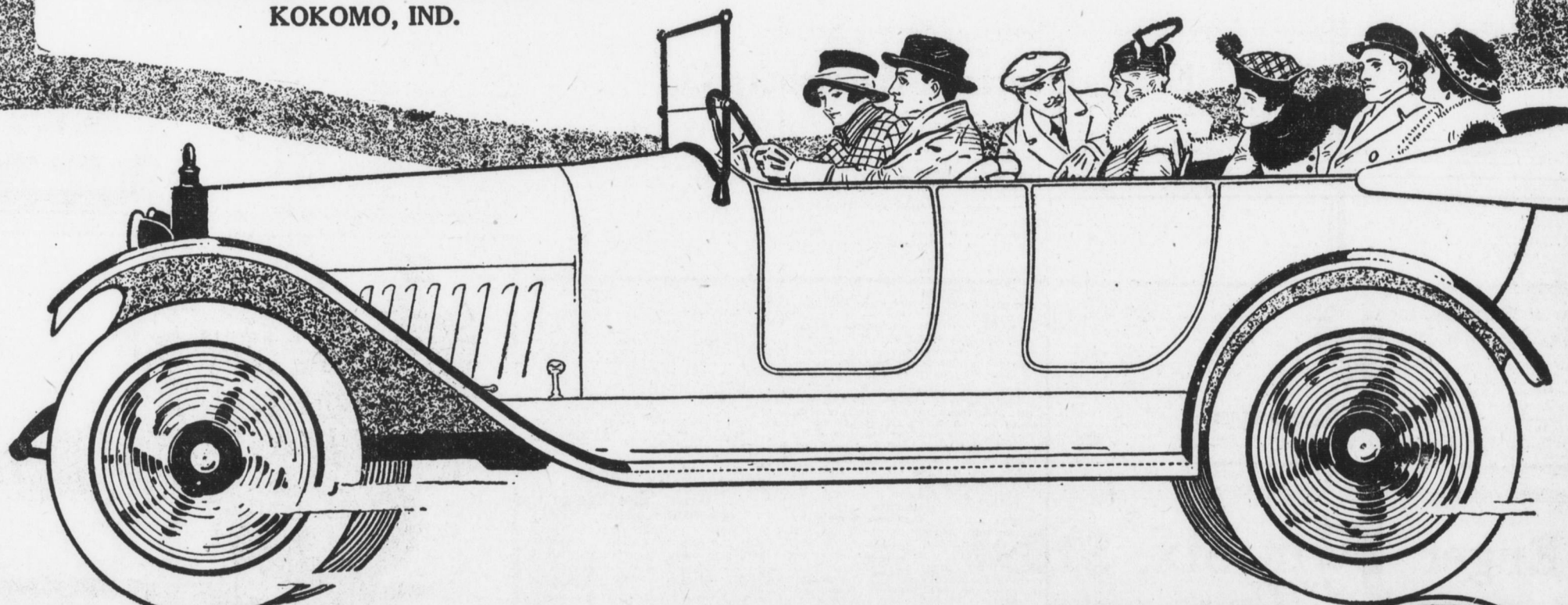
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THE HAYNES AUTOMOBILE CO.
KOKOMO, IND.



HAYNES

America's Greatest "Light Six"