

NEWS OF INTEREST TO AUTO OWNER AND PROSPECTIVE BUYER

**1000 USED CARS**

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**GORSON'S**  
GOOD CARS,  
GOOD SERVICE,  
GOOD PRICES.

**Come Direct to Us—Save Time, and Money.**

1916 PAIGE touring car; run but twelve hundred miles; \$800.  
1916 CHANDLER touring car; 2-passenger; extra equipment; \$750.  
1916 OVERLAND touring car; practically new; at a big reduction.  
1916 "D-35" BUICK touring car; only slightly used.  
1916 PACKARD touring car; "38" seven-passenger; all covers.  
1916 OLDSMOBILE; run 2000 miles; at a snap.  
1916 CHALMERS touring car; exceptionally good condition; very reasonable.  
1916 "D-35" touring car; shows no wear whatever; at a big reduction.  
1916 CHEVROLET touring car; run miles as demonstrator; \$475.  
1916 MITCHELL touring car; seven-passenger; all factory equipment; \$550.  
1916 HUPMOBILE touring car; equipped with two tons; \$700.  
FORD touring cars, and roadsters; \$125 to \$275.

1916 PULLMAN touring; eight-foot from rear axle to radiator.  
1916 KING touring car; eight-cylinder; absolutely perfect.  
HUPMOBILE roadster; also covered.  
1916 BUICK touring "C-25;" 105 hp. on right.  
1916 IMPERIAL roadster; brand new; 506 cc. list.  
STUDEBAKER roadster; perfect; at a snap; \$600.  
1916 MOON touring; very attractive; reasonable price.  
1916 WESTON touring car; light five-passenger; \$400.  
AMERICAN touring car; demonstrator; 1.5 hp. electric light; \$400.  
1916 HUPMOBILE touring; run 3000 miles.  
HUPMOBILE touring car; thoroughly overhauled; \$350.  
1916 DODGE touring car; owner will sell at a sacrifice.  
HAYNES roadster; good running condition; good time.  
OVERLAND touring car; overhauled and roadster; \$250.

**Gorson's Automobile Exchange**  
233-240 N. Broad St., Philadelphia  
Largest Dealers in America. Live Agents Wanted.

Notable Entries at Great Indianapolis Speedway

With the sixth annual international sweepstakes race on the Indianapolis motor speedway only a few days off, activities have assumed a tenseness at the Hoosier track. Darío Resta, speedway champion of the 1915 season, has entered with a Peugeot car. Resta gave De Palma a hard-fought battle last year at Indianapolis, but the latter won. Resta, however, cleaned up at Chicago. He is looked upon by many as the greatest speedway sprinter that ever guided a racing car and never fails to thrill the spectators by his seeming lack of fear. He drives the limit at all times. His entry is the finishing touch that guarantees a great speed affray on the paved oval May 30.

The only entry that hails from west of the Mississippi is from Kansas City. C. F. DuChesneau has built a special race car and named it after himself. He is a prominent restaurant keeper in Kansas City and believes in sportsmen entering speedway races for the love of the game. Incidentally he is out to capture the fortune in prize money. He will drive his car, being a full-fledged American Automobile Association registered driver. Ernest Schweerin will ride as mechanic. The car is a four-cylinder machine, 242 cubic inches piston displacement, and weighs only 1,900 pounds.

From Cleveland comes an entry for a mystery car. The owner, who his name be withheld until the last minute. He is a prominent business man in Cleveland and is said to have spent a young fortune in getting a car built that has sufficient speed and stamina to go the 300 miles in winning time. Both the driver and his mechanic are located in the Engineers building, in Cleveland, this cue for any who care to do the Sherlock Holmes act.

Instead of only one Premier car, there will be three in the Indianapolis speedway race May 30. Tom Rooney, it has already been announced, will pilot the first entry, the car that was built for the late Bob Burman. Now, then, comes the welcome news that Gil Anderson will drive the second Premier. Anderson "cleaned up" in grand style last year, winning at the New York speedway, and he is easily one of the stars of the racing business. The third Premier is to be piloted by Harry Sullivan.

Howard Marmon, chief engineer and one of the big guns of the Marmon factory, has been given the honorary position of referee at the Indianapolis speedway race May 30.

Frank E. Smith, vice-president of the Premier company, will be the pacemaker at Indianapolis this year. This is the ticklish job Carl G. Fisher has always had. But Fisher believes in passing the honors around. Smith will lead the starters around the two-and-a-half-mile track once, then duck for cover, as when they come down the home stretch the race will be on.

Considerable excitement was caused at the Indianapolis motor speedway office when the news was received by cable from London that a second Sunbeam car will arrive in Indianapolis in time for the May 30 race. One car is already here and will be driven by Josef Christiaens. The driver of the second British car is not announced. These are the cars that contain aviation motors and sensational speed is expected from them.

John Aitken and Eddie Rickenbacher, who will drive a Peugeot and a Maxwell at Indianapolis May 30, are now in New York getting ready for the speedway race there May 13.

Class of Workmen Who Make Cars Important

The workmen in the factory of the Moon Motor Car Company have been one of the biggest factors in building up the business of the company, according to R. L. Cleveland, superintendent. Cleveland announced this week that the factory force had increased one-third in the last three months to take care of the increased business this Spring.

"The class of workmen that we are employing at the factory to-day is much better than we have ever had before," Cleveland said. "Besides that, we are employing more skilled labor."

"We believe that the only way to turn out an automobile that will stand up under the exacting demands of the

present day automobile owner is to have conscientious labor. We are developing among our men a spirit of pride in their work. We want them to co-operate with us in making the car right.

"We have so lined up our factory organization that each department is in the hands of a competent foreman, who is a specialist in his line. We put the responsibility on these foremen to get the best they can out of the men and we believe that they are doing it.

"I believe that the success of the Moon Company in the last three years, when business of the company has been doubled each year, is due as much to the quality of the workmanship that is being put into the cars as to the progressive attitude of the company both as regards price and the lines of the car.

**Overland**

Both Phones

**The Overland-Harrisburg Co.**

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**KNIGHT**  
Sleeve-Valve Motors

**"No Hill Too Steep—No Sand Too Deep"**

Jackson Light "Eight" has one horsepower for every 57 pounds.

Here is a Jackson extraordinary. It is an "Eight." It is light in weight—it is light in price.



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A Demonstration Cheerfully Given at Any Time

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**SCRIPPS-BOOTH**

Luxurious light cars which in their first season have found the way into America's and Europe's most refined society. Scripps-Booth stands out as the most attractive motorcar in the roadster class. A car of beauty, possessing comfort heretofore unknown in a motorcar. Roadster \$225.

Special—One Roadster for sale exceptionally reasonable; used very little.

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1745 NORTH SIXTH STREET BOTH PHONES

**"ROUND" FIREPROOF GARAGE**  
RUF

10x14 feet, painted f. o. b. factory..... \$71.00  
24-gauge Steel—Rear Window Wire Glass  
**C. FRANK CLASS**  
Bell Phone 3888, Union Trust Bldg.  
Independent 391W.

**RECIPROCAL AUTOMOBILE INSURANCE**

OTHERS HAVE SAVED 35 PER CENT. WHY NOT YOU?  
**Pennsylvania Indemnity Exchange, Philadelphia**  
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How Care in Details Adds to Motoring Comfort

How much the arrangement of lesser features can be made to contribute to the greater comfort of those driving and riding in a motor car is shown in the Cadillac Eight. These details are sometimes considered to be of minor importance. Yet in several instances the Cadillac designers, by intelligently handling these features, have made them real elements in adding to the convenience of driver and passenger.

Auxiliary tonneau seats in the Cadillac Eight, for example, occupy absolutely no space when not in actual use. When folded, they disappear entirely into pockets in the back of the front seat, which presents a smooth surface. Entrance and exit are not impeded in the slightest, and the passengers in the rear have use of all the tonneau space. The auxiliary seats, both when folded and when in place, present nothing which is apt to catch and tear women's and children's clothing. At night a small electric light in the back of the front seat illuminates the curb side of the tonneau entrance.

Storm curtains are carried in neat pockets on the under side of the top. They are permanently attached to the top, always ready for use. When released, they fall into place as they are to be attached, and this is readily done without leaving the car to sort out curtains in a down-pour of rain, and without disturbing the passengers to fumble under the seats for the curtains.

Another one of the innovations inaugurated by the Cadillac is to be seen in its steering wheel. Instead of the conventional type attached rigidly in position, the Cadillac steering wheel is hinged to swing out of the way. This permits entrance and exit at either right or left side of the car, as the control levers are so positioned that they do not obstruct the passage from one side of the car to the other. This hinged steering wheel is also a boon to the impatient driver, who can take his seat comfortably without squeezing himself, and then raise the wheel to normal position.

Among the several gauges, meters, etc., now in use, the speedometer is one which should be easily and quickly read. The Cadillac speed indicator is set in the instrument board directly in line with the driver's vision so that he can see it without moving his head, and scarcely needs take his eyes off the road.

Business Rushing Says Manager of Jackson Plant

The plant of the Jackson Automobile Company has been lately flooded with orders for the three new models of the company's product. "Business is better with us now than it ever has been in the history of the company," states Howard E. Mathews, sales manager. "Our plant is working day and night in an effort to satisfy dealers by making prompt deliveries, but in spite of the fact that we are shipping more cars per day at the present time than we have ever shipped at similar periods in other years, we are unable to fully cope with the situation."

The foreign business of the Jackson Automobile Co. is steadily developing, the latest agency established being at Amsterdam, Holland. The company states that its model '34' four-cylinder car has been received with great favor abroad because it typifies to a marked degree, the foreign ideal of advanced four-cylinder design. The motor is of the long stroke, small bore, high duty balanced type, combining great power with markedly small fuel consumption. The car as a whole has been found particularly well adapted to British Colonies and countries where good roads are scarce, because of its full elliptic spring suspension and the fact that the seats are set at such an angle that they ride comfortably over rough roads.



Verily!—The "Incomparable"

**THE REO FOLK TELL US** that there are today more orders on hand at the factory for immediate shipment, than at any previous time in the history of Reo.

**AND THEY TELL US** the demand for Reo the Fifth, "The Incomparable Four," is at this moment greater than ever before in the history of that great car—and as you know, Reo the Fifth has been standard and the leader in the five-passenger car class for now six seasons.

**THEY TELL US TOO** that, in order to more nearly catch up with the demand for this model, they have recently added 3500 cars to the original factory schedule, but cannot hope to fill all orders.

**THAT'S A WONDERFUL RECORD**—and a wonderful condition of affairs—when you consider it in all its phases.

**HERE IS A CAR THAT HAS** outlived every other car that has ever tried conclusions with it on the sales floor and in service.

**TODAY THERE ARE NEARLY 100,000** cars of this model in service in all parts of the world. The same wonderful Reo the Fifth chassis—just changed and improved and refined from year to year.

**REO THE FIFTH IS TODAY** America's most famous five-passenger automobile. It occupies in its capacity and price class a position that is unique.

**AND THE REASON** for that supremacy is—must be—superiority of service. No consideration of lesser moment could possibly achieve or account for the ever increasing demand for this great car—a type of car that appeals only to the most prudent and the most discriminating class of buyers.

**THOSE WHO CRAVE NOVELTY** do not buy Reos—thank goodness!

**BUT THOSE WHO ARE LOOKING**, not for a different but for a better, automobile—those who consider the item of maintenance and upkeep cost of the first importance—unerringly select Reos.

**WE MAKE THIS ASSERTION** without fear of successful contradiction; without fear of even an attempt to contradict it—for every man who makes or who sells automobiles knows we have the proofs to back it up—that Reo the Fifth costs less for upkeep and maintenance, year in and year out, than any other car of same power and passenger capacity ever made.

**READ THAT AGAIN.** There's a lot in that paragraph. There's everything in it that you need know to enable you to decide which is the car for you.

**AND YOU KNOW—YOU MUST KNOW**—that we would not sign, nor the Reo Folk endorse, that statement if it were not 100 per cent truth.

**NOW WE REFER YOU AGAIN** to that first paragraph. Read it again. Analyze it—and make such deduction as will fit your own individual case.

**IT IS CERTAIN** that, with such a demand at such a season and with motoring weather just opening up in the middle and eastern states, there won't be enough Reos to go 'round.

**SO IF YOU'D HAVE A REO**—either model—and have a reasonably early delivery, your order must be in our hands at once. Our allotment is definite—and limited. Now, we can promise you a definite delivery date. So now is the time to order your Reo. There isn't a moment to lose.

**REO MOTOR CAR COMPANY**  
Lansing, Michigan

**Harrisburg Auto Co.**  
Third and Hamilton Streets, Harrisburg, Pa.

